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## Dental Trade Alliance and DentaCheques Coordinate More than \$5 Million in Donated Dental Care

Arlington, VA: May 26, 2008 The Dental Trade Alliance, recognized for its leadership in the dental industry, announced that the DentaCheques 2008 sales campaign has exceeded 3,000 copies as of April 2008, and will generate more than \$5 million in oral health care services.

Sponsored by Colgate, the Dental Trade Alliance and Delta Dental Plans of Michigan, Ohio and Indiana, **DentaCheques**, a valued book of coupons available to dental offices, provides the major revenue component for the **National Foundation of Dentistry for the Handicapped (NFDH)**. **Donated Dental Services (DDS)**, operated by the NFDH, provides dental care to the most vulnerable members of our community. Revenue from DentaCheques has driven the expansion of the DDS program to 38 states and directly supports "safety-net" operations in the remaining 12 states and the District of Columbia.

Rob Saldana, DentaCheques Director at the NFDH, in Anaheim during the California Dental Association, remarked, "The DTA industry members and sales representatives are the heart of DentaCheques. Without them the program wouldn't be possible." More than 70 DTA member companies and over 400 sales professionals participate in the DentaCheques campaign. Gary Price, CEO of the Dental Trade Alliance, who serves with other industry leaders as an advisor, says "the dental trade has supported the DentaCheques program for almost two decades. The industry's commitment is tied to the success of the National Foundation for Dentistry for the Handicapped in dedicating 100 percent of the monies raised to oral care and in leveraging the donations into a much larger amount of care. The DentaCheques book is a tremendous value for dentists and provides one mechanism to bridge a serious gap in access to oral health care."

The leadership of the Dental Trade Alliance and its Foundation proudly supports the contributions of our industry partners in advancing access to oral healthcare. For information on the NFDH and DentaCheques, visit [www.nfdh.org](http://www.nfdh.org). DTA Foundation information can be found at: [www.dtafoundation.org](http://www.dtafoundation.org).

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The Dental Trade Foundation is a 501 (c)(3) organization. Our mission is to fund and leverage promising initiatives that improve access to, and increase capacity and productivity in, the oral healthcare system.