

NEWS RELEASE

For Immediate Release

Delta Dental of Iowa
9000 Northpark Drive
Johnston, IA 50131
Phone: 515-261-5500

Contact:
Jill Hamilton
Corporate Communications Manager
Phone: 515-261-5526
jhamilton@deltadentalia.com

DELTA DENTAL OF IOWA FOUNDATION SPONSORS IOWA MISSION OF MERCY EVENT



Left to Right: Cheryl Harding, treasurer, Delta Dental of Iowa Foundation; Donn Hutchins, president, Delta Dental of Iowa Foundation; Dr. Dan Kegler, president, Iowa Dental Foundation; Dr. David Davidson, president, Iowa Dental Association; Kathy Salisbury, program manager, Iowa Dental Foundation; Suzanne Heckenlaible, executive director, Delta Dental of Iowa Foundation; and Dr. Ed Schooley, board member, Delta Dental of Iowa Foundation.

Johnston, IA (November 11, 2011) – The Delta Dental of Iowa Foundation has awarded a \$25,000 challenge matching grant to the Iowa Dental Foundation, the Iowa Dental Association’s non-profit foundation, to help fund the 2011 Iowa

Mission of Mercy (Iowa MOM) project. Matching financial contributions from Iowa Dental Association member dentists and the Delta Dental of Iowa Foundation's grant raised a total \$50,000 for this year's Iowa MOM event.

The two-day event, scheduled for Friday, November 18, and Saturday, November 19, will be at the Tyson Events Center in Sioux City. Iowa MOM is expected to serve more than 1,500 patients seeking dental care at no cost and with no need for prior appointments.

“The Delta Dental of Iowa Foundation is proud to be a part of the Iowa Mission of Mercy event again this year,” said Donn Hutchins, president of the Delta Dental of Iowa Foundation. “The goal of Iowa MOM supports Delta Dental's mission to improve the oral health of Iowans. Throughout the two-day event, hundreds of dentists, hygienists and other volunteers will come together to meet the oral health needs of Iowans.”

There is a strong connection between oral and overall health. Untreated oral infections can lead to other serious health care issues. With the Iowa MOM event, Iowans can access free dental care, including cleanings, fillings and extractions. Mission of Mercy projects are conducted throughout the country and have been very successful in bringing participants in the oral health system together in a concentrated effort to address short-term oral health needs of the community.

The clinic opens each day at 7 a.m. and closes at 5:30 p.m. Patients are seen on a first-come, first-served basis. More information is available at www.iowamom.org.

Delta Dental of Iowa

Delta Dental of Iowa is the largest and most experienced provider of dental benefits in the state. As a not-for-profit, Delta Dental of Iowa invests in oral health projects through the Delta Dental of Iowa Foundation that focus on access to care, prevention, education and research. Delta Dental of Iowa Foundation's mission is to support and improve the oral health of Iowans. In 2010, more than \$1.2 million was distributed for oral health support and improvement projects in Iowa.

Iowa Dental Association

The Iowa Dental Association is the largest, most representative dental association in Iowa. The mission of the 148-year-old organization is to encourage the improvement of the health of the public through efforts like Iowa Mission of Mercy (www.iowamom.org) and Donated Dental Services (www.nfdh.org) to promote the art and science of dentistry, and to represent the interests of the members of the dental profession and the public which it serves. For more information on the Iowa Dental Association, visit www.iowadental.org or call 1-800-82-8-2181.

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