



NEWS RELEASE

For Immediate Release

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Delta Dental Urges Football Fans, “Don’t Be Tools”

Dental Insurer Offers Suggestions for Super Bowl Emergencies

Ankeny, IA (February 2, 2010) – As millions of people head to bars, basements, living rooms and man caves for the Super Bowl, Delta Dental of Iowa is asking fans not to be tools at their parties.

On Super Bowl Sunday, a fan will inevitably find himself in a situation where a bottle opener is not readily available. For such a situation, Delta Dental offers these suggestions:

First, don’t panic.

Second, don’t be a tool. Your teeth are not bottle openers. Sure, the act of popping a top with your chompers might initially impress the ladies, but the resulting bloody, gaping hole in your formerly killer smile will be a real turnoff a few minutes later.

Delta Dental also discourages party-goers from using their teeth to tear open bags of chips or other snacks and cautions against eating unpopped popcorn kernels. “These are just a few Super Bowl Sunday hazards that we want to make people aware of,” said Ed Schooley, DDS, dental director for Delta Dental of Iowa.

Those finding themselves with a real tooth emergency should do the following:

- If a permanent tooth gets knocked out, locate the tooth, if possible, and rinse it gently in cold water. Do not scrub it or remove any tissue pieces. If you are able, place the tooth back into the socket and hold it in place. If this cannot be done, place the tooth in a clean holder with milk, water, or saliva and go to your dentist’s office or hospital emergency room right away. There is a chance the tooth can be

saved if treatment is immediate.

- For a broken or chipped tooth that cuts the gum tissue, rinse your mouth with cold water and put cold compresses on the area to help reduce swelling. Go to your dentist's office as soon as possible. If you can locate the piece of tooth, bring it with you. Immediate treatment can help prevent infection and may help save the tooth.

“Chances are your dentist will be someplace watching the game too, so if fans don't want to find themselves in a position of needing emergency care at half-time, they'll take these reminders to heart. Let's keep any injuries on the field, not on the couch,” said Schooley.

For more information about ways to protect your teeth, visit www.deltadentalia.com.

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. The Iowa company is a member of the Delta Dental Plans Association, a national organization of not-for-profit Delta Dental plans. The national association is the largest dental benefits carrier in the nation providing coverage to 54 million people in more than 89,000 employer groups.

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