

FOR IMMEDIATE RELEASE

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**Hawaii Dental Service (HDS) Celebrates
National Children’s Dental Health Month with
the 17th Annual HDS Tooth Fairy Fun Day**

**Hawaii Children’s Discovery Center in Kakaako
Sunday, Feb. 26, 2023
10 am – 2 pm**

Honolulu, Hawaii — After a two-year hiatus, keiki will once again have an opportunity to enjoy fun, educational oral health activities, free dental screenings for keiki, games, and win prizes at the 17th annual HDS Tooth Fairy Fun Day. The event will be held at the sprawling 38,000 sq. ft.-Hawaii Children’s Discovery Center at 111 Ohe Street in Kakaako on Sunday, Feb. 26, from 10 am to 2 pm.

The last HDS Tooth Fairy Fun Day was held in February 2020, just before the start of the pandemic.

The event coincides with National Children’s Dental Health Month to draw attention to the importance of brushing, flossing, and regular dental check-ups to maintain a healthy smile and ensure proper chewing and speaking. Healthy baby teeth are also important to hold space in a child’s mouth for permanent teeth to grow.

“We’re glad to be back and are ready to welcome families to a fun-filled day of learning,” said Dr. Diane Paloma, HDS president and CEO. “The health of our teeth and gums are intricately connected to our overall health and well-being. When we make the oral health of our keiki a priority, they can enjoy more confidence and balanced overall health, placing them on a positive path for the future.”

“While some children are afraid of seeing a dentist, our event helps them overcome fears by emphasizing good oral health and creating a fun, educational space for both parents and their children. We will have friendly pediatric dentists providing dental screenings to help make their next dentist visit less intimidating,” added Dr. Mark Sweet, HDS dental director. “We hope families will create positive associations with oral health care for their keiki.”

NEWS RELEASE

The HDS Tooth Fairy Fun Day will feature 11 activity stations throughout the Hawaii Children's Discovery Center. Keiki will have the opportunity to meet the HDS Tooth Fairy and her friend and rival, the HDS Sugar Fairy, at the event. Instead of giving money to children who have lost their baby teeth, they will distribute tooth timers and other oral health items to help them keep their teeth healthy.

HDS encourages families to come early to the event. Admission is free for the first 500 HDS members, the first 500 Medicaid members, and their families. Show your HDS membership card or access it online at HawaiiDentalService.com. After the first 500, all HDS members and the general public may enter the Hawaii Children's Discovery Center at a discounted admission price of \$8, courtesy of HDS. For more information, visit HDSToothFairy.com.

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About Hawaii Dental Service

Hawaii Dental Service (HDS) is the leading dental benefits provider in the state, serving over one million residents throughout Hawaii, Guam, and Saipan. It has the largest network of dentists, with more than 95 percent of Hawaii's licensed, practicing dentists participating with HDS.

As a nonprofit founded in Hawaii in 1962, HDS is committed to making quality oral health care affordable and accessible. Employers who offer HDS dental plans to their employees represent Hawaii's diverse industries, companies, unions, associations, and nonprofit organizations. HDS also offers dental plans for individuals and families. HDS has been a part of Delta Dental, the nation's largest and most experienced dental insurance benefits provider, since 1966. This affiliation gives members access to a nationwide network of participating dentists.

For more information, visit HawaiiDentalService.com.