



MIDWEST DENTAL

FOR IMMEDIATE RELEASE

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**Midwest Dental Recognizes Dental Health Month
Dental Care Donated to Children in Need**

February 14, 2008 – Midwest Dental provided free dental care to underprivileged children on Friday, February 1, 2008 as part of the annual Give Kids a Smile Day sponsored by the American Dental Association (ADA). Also, in recognition of Dental Health Month, some staff will be presenting to local children regarding the importance of oral health care. Untreated dental disease is painful and affects a child's physical, emotional, and social development.

Initiated in 2003, Give Kids a Smile is the centerpiece of February's National Children's Dental Health Month. The event began in part to draw attention to the inadequate Medical Assistance (MA) reimbursement provided by the state and federal governments for dental care.

"Our doctors and staff are committed to serving local children in need and helping battle the dental crisis throughout the Midwest," said Dr. Jeff Moos, President and CEO of Midwest Dental. "I am proud of their dedication not only on this day, but throughout the year in donating their time and their services."

Midwest Dental worked with local public health agencies, area schools, nonprofit agencies and youth and community organizations to identify children in need. The dentists and staff will provide free exams, cleanings, fluoride treatments, fillings and other dental procedures.

Last year, 31 Midwest Dental clinics provided over \$81,500 in dental care. This year, 34 clinics participated and donated approximately \$100,000 in dental goods and services.

Midwest Dental is a dental management company headquartered in Mondovi, WI with 54 clinics in Wisconsin, Minnesota, Illinois and Iowa.

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