



ADA American Dental Association®

Media Contact

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**Give Kids A Smile®
Fact Sheet**

The Mission

The national Give Kids A Smile® program is an American Dental Association (ADA) dental health access program designed to encourage parents, health professionals and policymakers to address the year-round need for oral health care for all children.

Each year, dentists and other team members volunteer their time and services to provide screenings, treatments and education to children throughout the United States.

Give Kids A Smile emphasizes the need for government agencies to allocate adequate funding for dental services for underserved children.

The History

Give Kids A Smile began in 2002 in the Greater St. Louis area by two dentists who set up a temporary full-service clinic that provided free treatment for nearly 400 underserved children over two days. The ADA took the program national in 2003.

The ADA began the national Give Kids A Smile program as a way for dentists to join with others in the community to provide dental services to underserved children. The program initially began as a one-day event in February, but has since grown to about 1,500 events year round.

The Numbers

Each year, approximately 450,000 children benefit from more than 1,500 events, all because of the efforts of 40,000 or more annual volunteers.

GKAS has provided dental services for nearly five million children.

The Support

Give Kids A Smile Day would not be possible without the generous support of corporate sponsors, which have provided millions of dollars worth of products and services. Henry Schein Dental is the exclusive provider of professional dental products, Colgate is the exclusive provider of consumer dental products and DEXIS donates the use of digital X-ray systems with staff support to U.S. dental schools requesting assistance, state associations and large group dental practices during GKAS events.

The 2014 Give Kids A Smile Day National Kickoff Event

Celebrating its 12th year, the national kickoff event will be held Feb. 7 at Howard University in Washington, D.C. Event volunteers expect to treat up to 200 underserved children.

Visit [Give Kids A Smile online](#)

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About the American Dental Association

The not-for-profit ADA is the nation's largest dental association, representing 157,000 dentist members. The premier source of oral health information, the ADA has advocated for the public's health and promoted the art and science of dentistry since 1859. The ADA's state-of-the-art research facilities develop and test dental products and materials that have advanced the practice of dentistry and made the patient experience more positive. The ADA Seal of Acceptance long has been a valuable and respected guide to consumer dental care products. The monthly *The Journal of the American Dental Association (JADA)* is the ADA's flagship publication and the best-read scientific journal in dentistry. For more information about the ADA, visit www.ada.org. For more information on oral health, including prevention, care and treatment of dental disease, visit the ADA's consumer website www.MouthHealthy.org.