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News Release

April 27, 2012

FOR IMMEDIATE RELEASE

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Delta Dental Takes Flight!

Dental-benefits provider sponsors Dream Flight USA shuttle

STEVENS POINT, Wis., April 27 – Delta Dental of Wisconsin, Wisconsin’s largest dental-benefits provider, will heading into space – along with hundreds of students across Wisconsin.

Delta Dental will be the lead sponsor and a major content provider for Dream Flight USA Foundation's shuttle/space station, the Spirit of Education, after signing a sponsorship agreement today.

Under the agreement, the Delta Dental logo will soon be displayed on the popular educational vehicle designed to educate school-age children about life in space. In addition, Delta Dental will help develop a new hands-on work station for the shuttle titled “Dental Care in Space.”

“Having a toothache on earth can be troublesome enough. Imagine having a similar situation on the International Space Station with 5 months to go on your mission,” said Dr. Fred Eichmiller, Delta Dental’s vice president and science officer.

There is historical precedent for this situation: In 1973 a Russian cosmonaut developed a toothache on the 96-day Salyut 6 flight. The cosmonaut spent two weeks in pain before the crew returned to Earth.

The Delta Dental work station will stress the importance of keeping teeth and gums healthy via proper nutrition. Students will assemble a "lunch" for their fellow "astronauts" consisting of foods that enhance healthy teeth and gums.

The exterior of the Spirit of Education has the markings of a space shuttle, while the inside has work stations and viewing areas reflecting a working module on board the space station.

“We’re happy to have Delta Dental of Wisconsin on board as a Dream Flight USA sponsor,” said Nick Ryan, Dream Flight USA executive director. “It’s a natural pairing that will help us continue our mission of providing space-based education to school-age children across Wisconsin.”

More information on the Spirit of Education and the Dream Flight USA program can be found at www.dreamflightusa.com.

About the Dream Flight USA Foundation

The foundation, located in Wausau, Wis., offers a unique learning experience to students in the upper elementary grades throughout Wisconsin and, on occasion, neighboring states. When docked at schools, groups of up to 20 students at a time will spend from one to two hours

on board the foundation's shuttle, challenged by a series of hands-on work stations. The stations, designed for elementary grades, challenge students in the areas of science, math, engineering and technology. Students work on a variety of activities, ranging from designing a floor plan for an International Space Station to retrieving a satellite with a mechanical arm.

About Delta Dental of Wisconsin

Delta Dental of Wisconsin is a not-for-profit dental service corporation offering benefit services, claims processing, and plan administration to employers throughout Wisconsin since 1962. The company is headquartered in Stevens Point, with sales offices in Milwaukee and Madison, and provides benefits and services to more than 1.5 million subscribers and their family members. Delta Dental administers dental benefits for more Wisconsin companies than any other insurance carrier.

As a member of the nationwide Delta Dental Plans Association, the company is able to offer employees of Wisconsin-based companies the same dental benefits to wherever they are located in the United States. The Delta Dental Plans Association is the largest dental-benefits system in the nation. Its member companies provide benefits to more than 51 million people in 93,600 employer groups across the United States.

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