



Delta Dental of Wisconsin
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News Release

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FOR IMMEDIATE RELEASE

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Delta Dental Takes Part in WDA's Mission of Mercy

Stevens Point, Wis., June 27, 2014 – Delta Dental of Wisconsin is taking part in the Wisconsin Dental Association's 2014 Mission of Mercy this Friday and Saturday, June 27-28, 2014, at the KI Center in Green Bay. The Mission of Mercy program provides free dental services in one community over a two-day period to those who are otherwise unable to obtain oral care.

Delta Dental has been a major sponsor of Mission of Mercy since the first program launched in the state six years ago, and has also helped fund the equipment that is used at Mission of Mercy events around the country. Many Delta Dental team members have volunteered their time and talents year after year to help support this program. According to Dr. Fred Eichmiller, Delta Dental of Wisconsin Vice President & Science Officer, "This event provides them an opportunity to directly live our mission of improving access to better oral health, and everyone at Delta Dental of Wisconsin takes great pride in our involvement. There is no more rewarding gift we can give than the gift of better health."

According to the Mission of Mercy, a successful event focuses on:

- **Providing free, critical dental care** with a high priority on treating patients in pain and with infections
- **Raising public awareness** of the barriers to dental care faced by low-income adults and children
- **Challenging patients, policymakers and dental professionals** to work together to make viable and bipartisan "Healthy Choices" that will improve Wisconsin residents' oral health

An estimated 2000 individuals will be served at this year's event including 50 Special Olympic athletes previously identified through the Special Smiles[®] program Delta Dental takes part in throughout the year. More than 1200 volunteers from around the state take part in this two-day event. For more information about the Mission of Mercy, visit <http://www.wda.org/wda-foundation/mission-of-mercy>.

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About Delta Dental of Wisconsin

For more than 50 years, Delta Dental has been working to maintain health communities and healthy teeth. We provide dental benefits and services to more Wisconsin companies, subscribers, and their family members, than any other insurance carrier. Our mission is to improve oral health and we accomplish this by extending access to care, advancing science and supporting an effective oral-health workforce. Through Delta Dental of Wisconsin's Charitable Fund, we are committed to *advancing solutions* for Wisconsin's oral health.