



The Dr. Samuel D. Harris
**NATIONAL
MUSEUM of
DENTISTRY**

FOR IMMEDIATE RELEASE

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National Museum of Dentistry partners with United Concordia to distribute new MouthPower oral health education CD-ROM

BALTIMORE, MD (February 3, 2010)—The National Museum of Dentistry has partnered with United Concordia Dental to produce a CD-ROM version of the Museum’s popular MouthPower oral health education program. Modeled on the MouthPower Online program (www.MouthPower.org), the CD-ROM will assist dentists and hygienists in educating their patients about the benefits of good oral health.

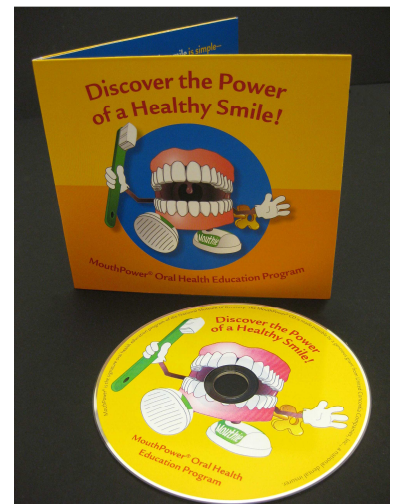
The program features the chatterteeth character Mouthie in an interactive laboratory where children can learn how to brush and floss, make smart food choices and steer clear of the pitfalls of tobacco. The CD-ROM includes easy-to-use, bilingual lessons and fun activity sheets that will help children learn good oral health habits. It will be distributed to 45,000 United Concordia participating dentists nationwide, as well as to those who request the program through the Museum.

“The secret to a healthy smile is simple – taking good care of your teeth,” said National Museum of Dentistry Executive Director Jonathan Landers. “The MouthPower program shows kids how to do that in a fun and educational way.”

“We are excited to partner with the National Museum of Dentistry to share this outstanding oral health education program with our participating dentists,” said Karen A. Whitesel, United Concordia Dental Corporate Vice President of Professional Relations. “Our hope is that this exciting tool will help dentists teach their young patients lifelong habits that maintain healthy smiles.”

About MouthPower

The National Museum of Dentistry’s MouthPower oral health education program teaches children about good oral health around the world through its online game (available in English and Spanish at www.mouthpower.org), across the country in a popular traveling exhibit and on site at the Museum in Baltimore in a hands-on exhibit. The program is also being adapted to be used with Head Start programs in Baltimore City and as a mentoring program for Girl Scouts.



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United Concordia

United Concordia Dental, headquartered in Harrisburg, Pa., is one of the nation's largest dental insurers, with nearly 8 million members worldwide and 2008 revenues of \$1.4 billion. United Concordia Dental has a companywide dedication and commitment to superior customer service that is evident in the design, implementation, administration and servicing of its dental benefits programs. For more information about United Concordia Dental products, visit www.unitedconcordia.com.

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Sink your teeth into fun for all ages! See amazing teeth feats, marvel at George Washington's choppers (they're not made of wood, after all!), sing along to vintage toothpaste commercials, and discover fascinating hands-on exhibitions about the power of a healthy smile. An Affiliate of the Smithsonian Institution, this one-of-a-kind museum is located at 31 S. Greene Street (at Lombard). Regular admission is \$7 for adults, \$5 for seniors and college students, \$3 for youths 3-18, and free for ages 2 & under. Open Wednesday–Saturday 10 a.m.–4 p.m. and Sunday 1–4 p.m. Closed Mondays, Tuesdays, and major holidays. Call 410/706-0600 or visit www.smile-experience.org.

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