



## FOR IMMEDIATE RELEASE

### **Lessons In A Lunch Box Program To Reach 15,000 Children By 2012**

*Despite economic downturns, support continues helping to sustain the school-based oral health education initiative for a fifth straight year.*

**Owings Mills, Maryland** (December 8, 2011). The *Lessons In A Lunch Box: Healthy Teeth Essentials & Facts About Snacks*<sup>®</sup> program will kick off for a fifth straight year. By the end of 2012, the school-based oral health initiative is expected to have reached 15,000 youth. Despite the challenging economy, interest in providing assistance has helped to keep the program thriving for another year. This interest has helped to expand the program, geared toward elevating the oral health of families, further into school systems nationwide.

Due for delivery on January 30<sup>th</sup>, this anxiously anticipated date coincides with National Children's Dental Health Month and Give Kids A Smile celebrations. Cases of the lunch containers will be scheduled to ship out directly to elementary schools as early as February 1, 2012.

Lunch boxes will be distributed in conjunction with the *Lessons In A Lunch Box: Healthy Teeth Essentials & Facts About Snacks* program presentations. These presentations are given by student dentists and hygienists, along with members of organized and community dentistry. Parents and other volunteers are usually on hand to be of assistance. The support of everyone is so meaningful because when the children engage this learning opportunity they often become so thrilled this extra help is needed.

According to The Children's Oral Health Institute's Executive Assistant, Ms. Khaleila Iwuoha, supplies are limited. She encourages those interested in registering a school not to delay completion of the registration forms.

There is no deadline for the registration. The lunch box program will be made available to schools as long as supplies last. To register an elementary school for the 2012 *Lessons In A Lunch Box* program visit The Children's Oral Health Institute website at [www.mycohi.org](http://www.mycohi.org) to complete the registration process. Email communications may be sent to Ms. Khaleila Iwuoha at [kiwuoha.mcohi@gmail.com](mailto:kiwuoha.mcohi@gmail.com) or call the free number at 866-508-7400.

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