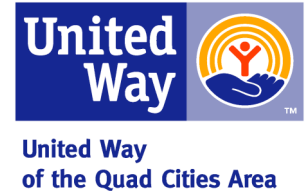


United Way
of the Quad Cities Area

3247 East 35 Street Court
Davenport, Iowa 52807
Tel: 563.355.4310
Fax: 563.355.3308
www.unitedwayqc.org



January 29, 2008

FOR IMMEDIATE RELEASE

Contact: Marci Zogg
phone: 563.355.4310 cell: 563.210.2954 fax: 563.355.3308

United Way's Give Kids a Smile! Day Connects Kids in Need of Dental Care to Services

On February 1, 2008, over 350 local children will receive the dental services they need through the United Way of the Quad Cities Area's, sixth annual Give Kids a Smile! (GKAS) Day. In all, 83 Rock Island and Scott county dentists are scheduled to perform the dental cleanings and screenings.

This year alone over 52 million school hours will be missed due to dental pain or dental disease effecting young children. Right here in the Quad Cities, GKAS Day is working to greatly reduce the number of children in need of dental care in our area.

"United Way of the Quad Cities Area is an organization committed to directly impacting the community," said Scott Crane, president, United Way. "The United Way Give Kids a Smile! Day gives us the opportunity to convene key community volunteers, schools and agencies in an effort focused on ensuring children are ready for school by removing a barrier that is reducing attendance."

United Way's Success By 6™ started the local GKAS Day in 2003 by convening area business leaders, dentists and volunteers to help children of low-income families living in our community access the dental care they need. As the sixth annual GKAS comes to a close over 2,300 kids will have received more than \$800,000 worth of in-kind dental services including 30 Clinton, Iowa children served by 4 Clinton area dentists.

Several agencies and schools in Rock Island and Scott counties, as well as two schools in Clinton, have partnered with United Way's Success By 6™ to identify eligible children and their families, helping the families prepare paperwork, and escorting children to their dental appointments.

Early prevention, detection and treatment encourages a lifelong habit of dental hygiene while building self-confidence, increasing social acceptance and providing a better chance for a brighter future.

Toothbrushes, toothpaste, and educational information will be provided by Colgate. Transportation fees sponsored by Foundation for the Pierre Fauchard Academy. Dentists requesting supplies for the event received them through a donation by Sullivan Schein. Other grants supporting the program include Lujack Lexus of Quad Cities, Build-A-Bear Workshop Bear Hugs Foundation, Quad City ParrotHead Club, and the Illinois State Dental Society Foundation. Fees for Clinton, IA funded by Delta Dental of Iowa.

Please see the following information for specific details.

###

what matters.®