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PRESS RELEASE

FOR IMMEDIATE RELEASE

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City of Miami Beach Partners with Colgate to Bring Children Bright Smiles — *Providing Free Oral Health Screenings to Youth in the Community Through Mobile Dental Van* —

Miami Beach, FL – The City of Miami Beach recently inked a partnership with Colgate’s Bright Smiles, Bright Futures®, to bring free oral health services directly to children in the community via the company’s state-of-the-art mobile dental starting next summer.

“There is so much to smile about in Miami Beach,” expressed Commissioner John Elizabeth Alemán. “From our parks to our school programs, I am excited to launch yet another initiative that will equip all children with the resources they need to maintain a happy and healthy lifestyle – setting the foundation for a lifelong commitment to wellness and boosting their confidence in the process.”

Raising awareness about the importance of children’s dental health, Colgate’s mobile van screens more than 10 million youth each year for common health conditions. Each car travels primarily to under-served urban communities and features friendly visuals to help create a fun and less intimidating dental screening.

With the support of volunteer oral health professionals, children ranging from three to 12 years of age are eligible to receive their free dental check-up along with learning materials that include a tube of toothpaste, a toothbrush and brushing instructions.

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