FOR IMMEDIATE RELEASE:

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Delta Dental® of Kentucky is Making Smiles Happen® at Give For Good Louisville with More Surprise Donations than Ever Before
*Delta Dental will provide more than $30,000 to participating nonprofits at this year's
Give For Good Louisville event*

(Louisville, KY) September 6, 2018 - Delta Dental of Kentucky is partnering with the Community Foundation of Louisville during Give For Good Louisville on Thursday, Sept. 13, to donate more prizes than ever before.

Every hour for 24 hours - plus additional times during the Midday Nonprofit Rally - randomly selected donations will receive a "Golden Ticket" which provides an additional $1,000 donation to the nonprofit selected courtesy of Delta Dental's Foundation. These ticket prizes mean a donation as small as $10 could become $1,010.

New this year and in addition to the Golden Tickets, there will be four $1,000 Smile Prizes and one $5,000 Smile Power Prize given to oral health programs that serve the Louisville community. Eligible organizations currently provide oral health education or dental treatment in their community. To verify the winners, a random number generator will select a donation from all charitable funds received during the designated time period.

This is Delta Dental's fourth year participating in Give for Good Louisville, an event that has grown substantially since its inception in 2014. Last year, the 24-hour online giving day raised over $4.6 million for more than 500 participating nonprofits through more than 22,000 donations from across the world. This year's fundraising goal is $5 million.

"The Community Foundation's Give For Good Louisville continues to be an inspiration for Delta Dental and allows us to spread our support throughout many organizations in our community"," Delta Dental of Kentucky Chief Revenue Officer Brian Hart said. "Watching our community rally behind our local nonprofits with gifts of support and appreciation, it's a day our team looks forward to every year. We're thrilled to continue our support."

Community members are encouraged to attend the Midday Nonprofit Rally at 4th Street Live! on Sept. 13 from 11:30 a.m. to 1:00 p.m. to celebrate the local nonprofit community. The event will feature over 200 local organizations and will also include live performances, prize announcements, a visit from Louisville Mayor Greg Fischer and more.

Seven Delta Dental Golden Tickets, and one of the Smile Prizes will be announced during the rally. Food trucks and 4th Street Live! restaurants will be open so attendees can enjoy lunch during the event.

Those who wish to donate during Give For Good Louisville can do so at https://www.giveforgoodlouisville.org from 12:00 a.m. to 11:59 p.m. on Thursday, Sept. 13.

About Delta Dental® of Kentucky and Making Smiles Happen®:

Delta Dental of Kentucky is committed to bright smiles and healthy lifestyles for its 700,000 enrollees and the communities we serve. Delta Dental of Kentucky is part of a family of companies that collectively are among the largest, most experienced dental plan administrators in the nation. Our network of providers gives our customers access to high-quality, affordable dental care.

Delta Dental of Kentucky's Foundation promises to serve our communities and residents one smile at a time. Aimed with the task of promoting oral health to the citizens of Kentucky, the philanthropic corporate giving supports many non-profit partners. Giving back is a core component of our culture at Delta Dental, and our Foundation enables this support to be given to organizations that champion a better quality of life for citizens throughout our Commonwealth.

About Community Foundation of Louisville

The Community Foundation of Louisville is a force for good. As a leader in philanthropy, we connect donors, nonprofits and civic partners to create lasting impact in community so people and place thrive. Founded in 1984, the Community Foundation is the largest charitable foundation in Kentucky with more than $530 million in assets and more than 1,600 charitable funds. Each fund has its own name and charitable purpose as defined by its donors. In 2017, the Community Foundation made 9,500 grants totaling $73 million, approximately 80% of which stayed in Kentucky and Southern Indiana to support area nonprofits. To learn how you can be a part of this force for good, visit www.cflouisville.org.

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