



FOR IMMEDIATE RELEASE

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Smile Champions Program, presented by Delta Dental® of Kentucky, provides free quality mouthguards to student athletes

LOUISVILLE, Ky. (June XX, 2023) – As tens of thousands Kentucky athletes gear up for fall sports including football, soccer, field hockey and lacrosse, Delta Dental of Kentucky is offering athletic mouthguards, free of charge, to all student athletes across the Commonwealth.

More than three million teeth are knocked out each year in youth sports, according to the National Youth Sports Safety Foundation. Delta Dental of Kentucky's Smile Champions Program will protect Kentucky's athletes with the only ADA-accepted mouthguard, designed to offer high-performance impact absorption. The mouthguards are highly effective even for the younger athletes as they are remoldable for growing mouths, easily fit over braces, and feature hydrophobic material that helps prevent illness.

"We're here to protect smiles and empower champions across Kentucky," said Delta Dental of Kentucky President & CEO Jude Thompson. "Mouthguards are a key part of sports safety equipment and we want every student athlete to protect their dental health with the best possible mouthguard."

Delta Dental's athletic mouthguards are available free of charge, upon request from coaches, athletic directors or sports program managers. Style options include strap or no strap, and color options include green, clear, black, blue and red. All style and color options are available in two sizes, an adult size is for ages 11-18 and a child size for ages 10 and under.

Kentucky coaches, athletic directors and sports program managers can visit www.DeltaDentalKY.com/FreeMouthguards for more information about the Smile Champions Program or to request Delta Dental's free quality mouthguards for their team or school, while supplies last.

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About Delta Dental® of Kentucky:

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. Additionally, DeltaVision provides the largest network of vision providers with more than 5,000 retail chain locations nationwide, providing vision plans with extensive benefits that combine two best-in-class carriers. Together, Delta Dental of Kentucky and DeltaVision work to streamline benefit administration for current and future clients.

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.