



## NEWS RELEASE

### For Immediate Release

Delta Dental of Illinois Foundation  
111 Shuman Boulevard  
Naperville, Illinois 60563

**Contact:**  
Ken Benkstein  
The Meyocks Group  
503-806-2220

[kenbenkstein@meyocks.com](mailto:kenbenkstein@meyocks.com)

### **Delta Dental of Illinois Foundation accepting applications for \$100,000 Wisdom Tooth Award** *Eligible organizations encouraged to apply by May 16*

**NAPERVILLE, Ill. (March 17, 2014)** – The Delta Dental of Illinois Foundation, the 501(c)(3) philanthropic arm of Delta Dental of Illinois, is accepting applications for its second annual Wisdom Tooth Award. The \$100,000 annual award will recognize one Illinois nonprofit organization that has made a significant impact on improving Illinois children’s oral health with a proven program that provides oral health education and/or access to oral health resources and care.

“The Delta Dental of Illinois Foundation is looking forward to granting our second Wisdom Tooth Award to an Illinois organization that makes a significant impact on the lives and well-being of Illinois children,” said Frank Maggio, DDS, chair of the Delta Dental of Illinois Foundation Board of Directors. “The oral health need in our state is great and the Delta Dental of Illinois Foundation is committed to improving oral health, particularly among children. We are thrilled to be able to again recognize a deserving organization that is providing oral health access and/or education to Illinois children.”

Promise Healthcare of Champaign received the first Wisdom Tooth Award in 2013. The organization is using the award to expand the number of children they reach with their SmileHealthy Well Child Hygiene Project over the next two years. The award will also help to improve the connection and coordination of all Promise Healthcare services and sites to more effectively educate families about the importance of oral health at a young age.

Applications for the 2014 award will be accepted until 5 p.m. Central time on May 16, 2014. The Wisdom Tooth Award recipient will be announced this summer. The organization that receives the award has up to two years to use the grant money.

Applicants will be evaluated on five criteria:

- Alignment with the Delta Dental of Illinois Foundation mission, vision and program areas.
- Program stability, longevity and success.
- Financial and operational stability.
- Positive or improved outcomes.
- Public awareness.

The top three grant submissions will be identified the week of June 16. The public will vote for their favorite organization through a Delta Dental of Illinois Facebook campaign. Facebook voting will be used as one measure in the evaluation of the Wisdom Tooth Award recipient; the voting will not be the only factor in determining the recipient.

Criteria and an online application are available at <https://www.deltadentalil.com/ddilfoundation/wisdom-tooth-award>. Illinois public charities that are classified as exempt from federal income taxes under section 501(c)(3) of the Internal Revenue Code and public or governmental entities, such as public schools or health departments, are eligible and encouraged to apply.

To learn more about the Delta Dental of Illinois Foundation's programs or to support the Foundation, please visit [deltadentalil.com/ddilfoundation](http://deltadentalil.com/ddilfoundation).

***About Delta Dental of Illinois Foundation***

*The Delta Dental of Illinois Foundation (DDILF), a 501(c)(3) charitable organization, was formed in March 2008 by Delta Dental of Illinois (DDIL), a not-for-profit dental service corporation with a mission to improve the oral health of the communities it serves. DDILF is the charitable arm of DDIL and works to support and improve the oral health of people in Illinois. In the past decade, combined efforts of DDIL and DDILF have provided more than \$2 million to programs and organizations that provide oral health education and expand access to oral health care for Illinois residents.*

###