



Delta Dental of Minnesota

MEDIA ALERT

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Calling All Tooth Fairies – to Tooth Fairy Day at Mall of America

Delta Dental of Minnesota event will benefit kids without dental insurance

WHAT: Join Delta Dental of Minnesota in a Tooth Fairy celebration in conjunction with 20th Century Fox's "The Tooth Fairy" movie premier! (The movie features Dwayne Johnson, as a hockey player turned Tooth Fairy.) *For every child who comes dressed up as a Tooth Fairy, Delta Dental of Minnesota will donate \$25 on behalf of Smiles Across Minnesota in support of uninsured children's dental care. (Max: \$5000)*

WHEN: Saturday, January 23, 2010

11:00-12:00 Tooth Fairy Open House (Pre-event) Kids can have their photo taken with the Tooth Fairy, play dental health games, color with PJ from Radio Disney, get dental health questions answered by a dental expert and register to win a Wii game system.

12:00-1:00 Official Tooth Fairy Event Program including the Tooth Fairy costume contest (details below), listen to the official announcement of the 2010 Tooth Fairy Poll, sing songs and play Tooth Trivia. The Wii raffle winner will also be announced.

WHERE: West Market Square, Mall of America (near Tucci Bennuch and the Barbie Shop, by the entrance to Nickelodeon Universe.)

TOOTH FAIRY EVENT DETAILS

Tooth Fairy Costume Contest: Children – both girls and boys – are invited to participate in the Tooth Fairy costume contest. Tooth Fairy costume contest prizes will be awarded for ages 2-4, 5-8 and 9-14. Each winner will receive: 4 (20 point) Nickelodeon Universe Passes, 4 Underwater Adventure passes and 4 Theatres at Mall of America movie tickets to see the "Tooth Fairy" movie. Prizes are donated by Mall of America. All participants will receive a special gift bag.

Grand Prize Drawing: Kids 16 and under can register to win the Grand prize of a Wii game system, donated by Delta Dental of Minnesota. Drawing will be held at 12:45. Must be present to win.

The Tooth Fairy is now on Twitter! www.twitter.com/toothfairypoll