



IMMEDIATE RELEASE

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Join the Fight for Children's Oral Health: The L.A. Trust Launches Brush It Up! Oral Health Initiative

[Los Angeles, CA] Kicking off National Children's Dental Health Month, The Los Angeles Trust for Children's Health is proud to announce Brush It Up!, an online fundraising campaign to be held from February 21 to 24. The online event will feature daily videos with The L.A. Trust staff and oral health puppets Billy and Friends, highlighting surprising facts and fun challenges about children's oral health. The goals of the campaign are to raise awareness of children's oral health and funds to increase access to high quality oral health care, education, and resources to students in need in Los Angeles.

Since the start of the pandemic, children's oral health has been on a rapid decline, particularly among high-need populations. To address this issue, The L.A. Trust has committed to dissolving barriers to oral health care by raising awareness, increasing access to dental care, and addressing the shortage of oral health providers in low-income communities.

"Good oral health is an essential part of overall health and wellness, and we are proud to host this online fundraiser to support our mission," said Maryjane Puffer, Executive Director of The L.A. Trust. "We are committed to promoting oral health and improving the lives of those in our community, and we need everyone's support to make that happen."

Brush It Up! will bring together The L.A. Trust board, staff, and friends to spread the word about the importance of oral health and raise funds for this critical cause. Supporters can donate money online and spread the word among their social networks. Our headline sponsors are Liberty Dental Plan and DentaQuest. Additional supporting sponsor is Big Smiles Dental.

Join The L.A. Trust in its mission to improve children's oral health and Brush it Up! For more information about Brush it Up! and The L.A. Trust, or to make a donation, please visit www.thelatrust.org/events-2/brush-it-up or contact Julie Eden, J.Edens@thelatrust.org.

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About The L.A. Trust

The Los Angeles Trust for Children's Health is an independent nonprofit agency bridging health and education to achieve student wellness. The L.A. Trust focuses on student health issues, including expanding healthcare access, mental health, substance use prevention, oral health, nutrition and healthy living, sexual and reproductive health, research, and student engagement.