

Give Kids A Smile Program Celebrates 23rd Year of Providing Free Oral Health Care Services to Underserved Children

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The American Dental Association Foundation's Initiative, with Exclusive National Sponsors and Colgate-Palmolive, Continues to Expand Its Reach, With Nearly 325,500 Children Expected to Receive Care Throughout 2025

CHICAGO--(BUSINESS WIRE)--Feb. 10, 2025-- The American Dental Association Foundation (ADA Foundation) is celebrating the 23rd year of its Give Kids A Smile[®] (GKAS) program, which officially launched on Friday, February 7, at the 2025 national kick-off event at Meharry Medical College School of Dentistry. Since its national launch in 2003, GKAS volunteers have provided free oral health education and services to more than 9.5 million underserved children in the U.S.

This press release features multimedia. View the full release here: <https://www.businesswire.com/news/home/20250207520214/en/>



A participant receives a dental exam during the 2025 national kick-off event at Meharry Medical College School of Dentistry. (Photo: Business Wire)

In 2025, nearly 1,100 GKAS events are scheduled to take place throughout the nation, and it is estimated that approximately 325,500 underserved children will receive free oral health education, screenings, and preventive and restorative services, such as cleanings and fillings. These services will be provided by approximately 25,000 dentists and dental team members who volunteer at local GKAS events, using essential oral health care products donated by national sponsors, Henry Schein, Inc. (Nasdaq: H SIC) and Colgate-Palmolive Company

(NYSE: CL), as well as Henry Schein's supplier partners.

"The Meharry Medical College team is greatly pleased to be the launch site of this year's Give Kids A Smile national program," said James E.K. Hildreth, Ph.D., M.D., President of Meharry. "We recognize that oral health is central to physical health and part of individual well-being. Our pediatric dental team — as well as the entire Meharry School of Dentistry — embraces Give Kids A Smile as a representation of our mission of what we call 'health caring.' That mission has been central to our college since we were founded as a medical school nearly 150 years ago, and since 1886, when dentistry became part of our educational enterprise."

According to the [U.S. Centers for Disease Control](#), 50 percent of children aged six to nine years have had cavities in their primary (baby) or permanent teeth. Children aged six to nine from lower-income households are more than twice as likely to have untreated cavities than children from higher-income households.

"What started, 23 years ago, as a grassroots effort in St. Louis has grown into a nationwide movement to ensure that every child has access to quality oral health care," said Dr. Michele M. Tulak-Gorecki, Chair, ADA Foundation. "The success of GKAS is a testament to the dedication of approximately 4,500 dentists and 20,000 dental team members who volunteer annually, as well as the unwavering support of our national sponsors, Henry Schein and Colgate. Throughout its history, GKAS has brought care to more than 9.5 million children. I am grateful to everyone who has contributed to this program, dentists, dental students, and dental team members, as we all share a common purpose: to Give Kids A Smile and help children in need."

Since the program's inception, Henry Schein has contributed more than \$20 million in oral health care products in partnership with its supplier partners. Team Schein also donates thousands of volunteer hours each year preparing and sending more than 40,000 dental kits to ensure volunteers have the supplies needed to deliver much-needed oral care.

"At the heart of Henry Schein lies a deep commitment to helping expand access to health care," said Dave Steck, President of Henry Schein's U.S. Dental Group. "GKAS exemplifies this dedication, and we are honored to join the American Dental Association and American Dental Association Foundation as an exclusive national partner. Together, we will continue championing a critical mission: enhancing access to vital oral health care for all. We extend our sincere gratitude to everyone involved in this program for their tireless efforts in creating a healthier future for our communities."

Since 2007, Colgate-Palmolive has supported GKAS as the exclusive sponsor of essential health and hygiene products to help build proper oral hygiene habits, which reflects the Company's purpose to reimagine a healthier future for all. In addition to supporting GKAS, Colgate-Palmolive promotes health equity and optimal health and well-being among children who are underserved and their families through its [Know Your OQ](#) initiative, a free oral health resource that helps determine your oral health quotient, and its [Bright Futures](#)[®] initiative. Established in 1991, the initiative leads global social impact efforts that empower children and families to achieve healthy and bright futures, and has reached more than 1.7 billion children and their families in over 100 countries around the world.

"As the worldwide leader in oral care, Colgate is deeply committed to our purpose to reimagine a healthier future for all," said Dawna Michelle Fields, Director, Community & Operations, North America, Colgate Bright Smiles, Bright Futures Program and member of the ADA's Give Kids A Smile National Advisory Committee. "Colgate-Palmolive is proud to be a long-standing supporter of the Give Kids A Smile program, as we understand the importance of promoting oral health literacy to children and their families."

Henry Schein supplier partners that are supporting the 2025 GKAS program through product donations include Centrix, Colgate, Dash Medical Gloves, Dukal, DMG, Medcom, Premier, Sionbrands, and Solventum.

For more information about Give Kids A Smile, visit: www.adafoundation.org/GKAS; Facebook.com/GiveKidsASmile.

About the ADA Foundation:

The ADA Foundation is the 501(c)3 charitable arm of the American Dental Association. The Foundation encourages hope and health in communities through philanthropy, professional development and recognizing promising leaders in the dental profession. As part of these efforts, the Foundation

oversees Give Kids A Smile® and its suite of smile programs like Tiny Smiles and Give Veterans A Smile, in addition to Charitable Assistance Grants, Whiston Leadership Award, and Crest and Oral-B Promising Researcher Award. For more information about the ADA Foundation, visit www.adafoundation.org.

About American Dental Association:

The not-for-profit ADA is the nation's largest dental association, representing 159,000 dentist members. The premier source of oral health information, the ADA has advocated for the public's health and promoted the art and science of dentistry since 1859. The ADA's state-of-the-art research facilities develop and test dental products and materials that have advanced the practice of dentistry and made the patient experience more positive. The ADA Seal of Acceptance long has been a valuable and respected guide to consumer dental care products. The Journal of the American Dental Association (JADA), published monthly, is the ADA's flagship publication and the best-read scientific journal in dentistry. For more information about the ADA, visit ADA.org. For more information on oral health, including prevention, care, and treatment of dental disease, visit the ADA's consumer website MouthHealthy.org.

About Henry Schein, Inc.

Henry Schein, Inc. (Nasdaq: HSIC) is a solutions company for health care professionals powered by a network of people and technology. With approximately 26,000 [Team Schein Members](#) worldwide, the Company's network of trusted advisors provides more than 1 million customers globally with more than 300 valued solutions that help improve operational success and clinical outcomes. Our Business, Clinical, Technology, and Supply Chain solutions help office-based [dental](#) and [medical](#) practitioners work more efficiently so they can provide quality care more effectively. These solutions also support [dental laboratories](#), [government and institutional health care clinics](#), as well as other alternate care sites.

Henry Schein operates through a centralized and automated distribution network, with a selection of more than 300,000 branded products and Henry Schein corporate brand products in our distribution centers.

A FORTUNE 500 Company and a member of the S&P 500® index, Henry Schein is headquartered in Melville, N.Y., and has operations or affiliates in 33 countries and territories. The Company's sales reached \$12.3 billion in 2023 and have grown at a compound annual rate of approximately 11.5 percent since Henry Schein became a public company in 1995.

For more information, visit Henry Schein at www.henryschein.com, Facebook.com/HenrySchein, Instagram.com/HenrySchein, LinkedIn.com/Company/HenrySchein, and [@HenrySchein on X](#).

About Colgate-Palmolive Company:

Colgate-Palmolive Company is a caring, innovative growth company that is reimagining a healthier future for all people, their pets and our planet. Focused on Oral Care, Personal Care, Home Care and Pet Nutrition, we sell our products in more than 200 countries and territories under brands such as Colgate, Palmolive, elmex, hello, meridol, Sorriso, Tom's of Maine, EltaMD, Filorga, Irish Spring, Lady Speed Stick, PCA SKIN, Protex, Sanex, Softsoap, Speed Stick, Ajax, Axion, Fabuloso, Murphy, Soupline and Suavitel, as well as Hill's Science Diet and Hill's Prescription Diet. We are recognized for our leadership and innovation in promoting sustainability and community wellbeing, including our achievements in decreasing plastic waste and promoting recyclability, saving water, conserving natural resources and improving children's oral health through the Colgate Bright Smiles, Bright Futures program, which has reached approximately 1.7 billion children and their families since 1991. For more information about Colgate's global business and how we are building a future to smile about, visit www.colgatepalmolive.com.

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