



A Baby Teeth Tradition

**Teeth Fairies Teams with Communities in Schools to  
Improve Dental Health in Kids  
*New Partnership Combats Dental Disease –  
A Surprising Cause of Chronic School Absences***

New York, NY - Feb, 1, 2015 – The **Teeth Fairies** company is teaming up with the nation's largest dropout prevention organization to keep more kids healthy and in school.

**Teeth Fairies** is donating proceeds from a new dental health doll and book set to Communities In Schools (CIS) to help prevent and fight the type of serious dental disease that can cause kids to miss school and potentially drop out.

According to the Centers for Disease Control and Prevention (CDC) more than one-quarter of children have tooth decay in their baby teeth before entering kindergarten and an estimated 18 million children lack access to oral health services. Untreated dental disease in kids can lead to chronic pain, poor appearance, decreased self-esteem and absence from school.

Communities In Schools Executive Vice President Matt Heller said the **Teeth Fairies** partnership will help CIS bring smiles to millions of kids - something the organization has successfully done for students like Cheyenne.

"Painful teeth and a broken smile kept Cheyenne from coming to school until a Communities In Schools site coordinator connected her to dental services," said Heller. "Today, she's a successful college student with a bright smile and a brighter future. We are grateful to Teeth Fairies for giving us the support to help kids like her stay healthy and in school."

Cheyenne's story is featured on the [CIS website](#) and in a national branding campaign designed to raise awareness of the obstacles some students face.

"Teaming up with Communities In Schools was a natural fit," says **Teeth Fairies** author Ingrid Bencosme. "When you purchase a Teeth Fairies set you're also helping to make a difference in a child's education and health. As a former teacher and mom it makes me very proud to support these efforts."

The **Teeth Fairies** doll and book set provides a fun and educational way to teach children about dental health. The set allows kids to name their own tooth fairy and make tooth loss a personal, interactive experience. The goal is to encourage children to take care of their teeth, thereby helping parents to promote good dental hygiene.

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**About Teeth Fairies:**

**Teeth Fairies: A Baby Teeth Tradition** (February 20, 2015), by Ingrid Bencosme, is an interactive, educational book and doll set that celebrates the tooth loss process and encourages kids to care about their dental health. The Teeth Fairies book and doll set retails for \$49.99 and is available in select children's bookstores and online at Amazon.com and at [www.teethfairies.com](http://www.teethfairies.com).



**Communities  
In Schools**

**About Communities In Schools:**

Communities In Schools (CIS) is the nation's largest and most effective dropout prevention organization, dedicated to doing whatever it takes to help students succeed in school and achieve in life. Operating in more than 2,200 schools in the most challenged communities of 26 states and the District of Columbia, Communities In Schools serves 1.3 million young people and their families each year. Based directly inside schools throughout the country, Communities In Schools connects students and their families to basic and critical educational and community-based resources, tailored to each student's specific needs. Learn more about Communities In Schools at [www.CommunitiesInSchools.org](http://www.CommunitiesInSchools.org).

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