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FOR IMMEDIATE RELEASE

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ADA Seeks 750 Volunteers for Mission of Mercy Event in New Orleans

CHICAGO, Aug. 07, 2013 — Volunteers are encouraged to register for the American Dental Association (ADA) Mission of Mercy (MOM) charity dental clinic scheduled to take place Sunday, Nov. 3, in New Orleans, the site of the ADA's 2013 Annual Session and World Marketplace Exhibition. Together with America's Dentists Care Foundation and support from the Louisiana and New Orleans Dental Associations, the event aims to serve 1,000 people in need of dental care.

Organizers hope to attract 750 dentists, their team members, clerical and support staff, students, laboratory technicians and office specialists as well as family members older than 18 to administer and support the dental clinic. The children's portion of the MOM event will be sponsored by CareCredit in tandem with Give Kids A Smile, the ADA's signature access to care program for underserved children.

This year's ADA MOM in New Orleans will run from 5:30 a.m. to 5:30 p.m. Central Standard Time on Nov. 3 with full and half day volunteer shifts available. At this time, the ADA asks that MOM volunteers keep event details private so attendance can be managed through

local promotional efforts. MOM participants do not need to be registered for the ADA Annual Session to volunteer. For more information or to register as a volunteer, visit ADA.org/MOM.

2013 Annual Session Registration is Open

Registration is open for the ADA's 154th Annual Session and World Marketplace Exhibition, which is slated for Oct. 31 to Nov. 3 in New Orleans. The session brings together leaders in dental practice, research, academia and industry to present more than 300 continuing education courses over four days. For more information on continuing education courses or to register for the annual meeting, visit ADA.org/session. Note that registration fees for the annual session will increase when advance registration ends Sept. 20.

Editor's Note: Reporters are invited to follow the ADA on Twitter [@AmerDentalAssn](https://twitter.com/AmerDentalAssn)

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About the American Dental Association

The not-for-profit ADA is the nation's largest dental association, representing 157,000 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 monthly *The Journal of the American Dental Association* (JADA) is the ADA's flagship publication and the best-read scientific journal in dentistry. For more information about the ADA, visit www.ada.org. For more information on oral health, including prevention, care and treatment of dental disease, visit the ADA's consumer website www.MouthHealthy.org.