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ADA 2016 Expected to Generate \$45 million in Tourism in Denver

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ADA 2016 Expected to Generate \$45 million in Tourism in Denver

DENVER, Oct. 18, 2016 - The American Dental Association's (ADA) annual meeting will arrive Oct. 20-24 in Denver, Colorado, at the Colorado Convention Center. ADA 2016 – America's Dental Meeting is expected to generate approximately \$45 million in tourism for the city.

The meeting brings together thousands of dental professionals from across the nation and world for continuing education courses, seminars, networking opportunities and dental exhibitor events. The ADA's 2015 annual meeting drew more than 21,000 professionals.

Editor's Note: Reporters are invited to follow the ADA on Twitter @AmerDentalAssn

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About the American Dental Association

The not-for-profit ADA is the nation's largest dental association, representing more than 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 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 ada.org. For more information on oral health, including prevention, care and treatment of dental disease, visit the ADA's consumer website MouthHealthy.org.