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2015 Give Kids A Smile[®] “Smile Champion” Awardees Announced

Dr. Cavan Brunsten to receive Dalin Award; Colgate to receive Kess Award

Chicago, Oct. 23, 2015 – The ADA Foundation (ADAF) has announced the winners of the 2015 Smile Champion awards for Give Kids A Smile[®] (GKAS), which recognize outstanding volunteer and corporate efforts to strengthen and expand the GKAS program.

- Dr. Cavan Brunsten, a pediatric dentist in Old Bridge, New Jersey, has been named the recipient of the Jeffrey Dalin, D.D.S. Give Kids A Smile Volunteer Award.
- Colgate-Palmolive has been named the recipient of the Steven W. Kess Give Kids A Smile Corporate Volunteer Award.

The awards presentation will take place during the ADA Foundation Give Kids A Smile Volunteer Recognition Reception, Nov. 5 at the Marriott Marquis, 901 Massachusetts Ave. NW, during ADA 2015 – America’s Dental Meeting.

Cavan Brunsten, D.D.S.

GKAS State Manager, New Jersey

Jeffrey Dalin, D.D.S. Give Kids A Smile Volunteer Award

Dr. Brunsten has been involved with Give Kids A Smile since the program’s inception in New Jersey in 2003. GKAS N.J. primarily operates as a one-day treatment event on the first Friday in February of each year. In 2014, an estimated 400 volunteer dentists and more than a thousand other volunteers provided \$1,000,000+ in treatment services to more than 4,300 children. Since 2003, more than 36,000 children have been treated in New Jersey through its GKAS program.

Built on collaborative relationships across the state, GKAS N.J. provides screening and treatment through a number of dental healthcare delivery centers including Rutgers School of Dental Medicine and Rutgers University Newark campus, N.J. Association of Orthodontists,

N.J. Dental Hygienists' Association, N.J. Dental Assistants' Association, N.J. Oral Health Coalition, N.J. Association of Pediatric Dentists, six county college programs across the state, and a more than 100 private practices in all 21 N.J. counties.

"Give Kids A Smile is an opportunity to establish a trusting relationship with a child, that leads to a lifetime of healthy, happy smiles," said Dr. Brunsdon. "Nothing gives me greater pleasure than to open the door to those in need so that they can learn the importance of oral health care."

Colgate-Palmolive Steven W. Kess Give Kids A Smile Corporate Volunteer Award

Colgate has donated more than \$700,000 to the Give Kids A Smile program since 2008, as well as substantial in-kind donations throughout the year. In 2015 alone, Colgate contributed over 300,000 sets of Colgate Cavity Protection Toothpaste and Colgate Smiles Youth Universal Toothbrushes for children who participated in Give Kids A Smile Day events all over the country.

"As a leading global provider of oral care products, Colgate is strongly committed to educating communities and improving children's oral health," said Julie Dillon, General Manager, Colgate Professional Oral Care, North America. "We're proud to be a long-term supporter of the Give Kids A Smile program, which provides much needed care to children throughout the United States and together with Colgate Bright Smiles, Bright Futures®, helps build oral health literacy. We know dental professionals want to make a difference in their communities and believe participating in a Give Kids A Smile event is a great way to give back."

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

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About the ADA Foundation

As dentistry's premier philanthropic and charitable organization, the ADA Foundation is a catalyst for uniting people and organizations to make a difference through better oral health. In 2014, the ADA Foundation provided more than \$1,335,000 in grants, scholarships, and awards to programs that are in alignment with the organization's four mission pillars: Charitable Assistance, Access to Care, Research, and Education (C.A.R.E.). As part of these efforts, the ADA Foundation oversees Give Kids A Smile® and also oversees the Dr. Anthony Volpe Research Center in Gaithersburg, MD (formerly the Paffenbarger Research Center). For more information about the ADA Foundation, visit www.adafoundation.org.

About Give Kids A Smile®

The ADA Foundation's Give Kids A Smile program is one of the world's largest oral health charitable programs. Launched nationally by the American Dental Association in 2003, Give Kids A Smile is an access-to-care endeavor designed to encourage parents, health professionals, and policymakers to address the year-round need for oral health care and education for all children. Each year the Give Kids A Smile program supports approximately 10,000 dentists, 30,000 dental team members, and other

community volunteers in providing free oral health care services including exams, fluoride treatments, sealants, fillings, crowns, and extractions, to more than 350,000 children from low-income families across the country. To find out more about Give Kids A Smile, visit www.adafoundation.org/GKAS.

About Colgate-Palmolive Company

Colgate-Palmolive is a leading global consumer products company, tightly focused on Oral Care, Personal Care, Home Care and Pet Nutrition. Colgate-Palmolive sells its products in over 200 countries and territories around the world under such internationally recognized brand names as Colgate, Palmolive, Mennen, Softsoap, Irish Spring, Protex, Sorriso, Kolynos, Elmex, Tom's of Maine, Sanex, Ajax, Axion, Soupline, and Suavitel, as well as Hill's Science Diet and Hill's Prescription Diet. For more information about Colgate-Palmolive's global business, visit the Company's web site at www.ColgatePalmolive.com. To learn more about Colgate Bright Smiles, Bright Futures®, Colgate's global oral health education program, please visit www.colgatebsbf.com.