MCNA DENTAL PARTNERS WITH BROADMOOR ELEMENTARY

PRESS RELEASE – FOR IMMEDIATE RELEASE
FORT LAUDERDALE, FL – July 2, 2015

MCNA Dental became a proud partner of Broadmoor Elementary School to support increased oral health awareness and education for students, and to promote literacy. This new partnership was kicked off on May 14, 2015, when MCNA Dental’s outreach specialists visited with 100 pre-kindergarten and kindergarten students to teach them about good oral health and demonstrate proper oral hygiene habits. Samantha Feingold-Criss, Vice President of External Affairs and Deputy Legal Counsel, then treated the children to a special story time where she read MCNA Dental’s first-ever children’s book, *Itty Bitty Baby Teeth*.

Principal Dr. Omar Riaz welcomed Enid Weisman, the mayor of Aventura, and Dr. Dorothy Bendross-Mindingall, Miami-Dade County School Board Member for District 2 overseeing Broadmoor Elementary. Their special appearance underscored the importance of MCNA Dental’s outreach at the school. "It was a home run when MCNA visited Broadmoor Elementary School! The students got vital information about the importance of proper dental hygiene, books were donated to the classes, and MCNA became the school’s Dade Partner," said Mayor Weisman. "MCNA truly understands the importance of corporate partnerships to public education. Kudos to them."

According to Mrs. Feingold-Criss, “The spirit of giving back is an intrinsic part of MCNA Dental’s corporate culture. Partnerships like the one we have formed with Broadmoor Elementary are priceless opportunities that allow us to channel that spirit into outreach that helps the most
vulnerable children in our communities achieve better oral and overall health.”

MCNA Dental donated 100 books to the Broadmoor Elementary school library as well as $500 toward student supplies. Outreach specialists also provided each child with a backpack full of giveaways including a dental kit, a water bottle, a copy of Itty Bitty Baby Teeth, and another children's book. All books and funds given to the school were made possible by MCNA Dental's Inaugural Book Drive, in which MCNA's employees donated over 7,500 books and raised over $1,000 in celebration of May as Get Caught Reading Month. The company contributed additional funds and provided a match of $1 for every book and $1 for each dollar raised to bring the total funds available for outreach visits to schools in Texas, Florida, and Louisiana to over $10,000.

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MCNA is a leading dental benefit management company committed to providing high quality services. We serve approximately 4 million Medicaid and CHIP members in Texas, Louisiana, Florida, and Kentucky. For over 20 years, we have been committed to improving the overall health of our members by making sure they get great dental care, and service they can trust. At MCNA, we care about your smile. More information can be found at our corporate website, http://www.mcna.net.