

## CareCredit Supports ADA Foundation Give Kids a Smile® Fund for Ninth Consecutive Year with \$100,000 Grant

### Release Date:

Monday, June 29, 2015 8:30 am EDT

### Terms:

[Community & Philanthropy](#) <sup>[1]</sup>

### Dateline City:

COSTA MESA, Calif.

COSTA MESA, Calif.--(BUSINESS WIRE <sup>[2]</sup>)--For the ninth consecutive year, [CareCredit](#) <sup>[3]</sup> has donated \$100,000 to the American Dental Association Foundation (ADAFA) Give Kids A Smile (GKAS) Fund.

The \$100,000 grant is designated to support Give Kids A Smile through funding of three major initiatives:

- GKAS NASCAR elementary school oral health education events for underserved children
- ADA Mission of Mercy and Give Kids A Smile oral health education and treatment event
- GKAS and TeamSmile collaborative oral health treatment events bring together sports and dental professionals to improve children's oral health

Building on the success of previous years, children from underserved communities will participate in GKAS NASCAR oral health education events to be held between July and October 2015 in Indiana, South Carolina, North Carolina and Alabama. These education events reinforce the Ad Council's *2min2x* <sup>[4]</sup> oral care campaign messages, educating and encouraging children to brush their teeth for two minutes, twice a day. As in past years, each child attending the event will receive free oral health goody bags.

The grant will also support the ADA Mission of Mercy, a one-day free oral health care event to be held in conjunction with the ADA - America's Dental Meeting in Washington D.C. on November 8, 2015. During the event, dentists and dental team members will volunteer their services in the Give Kids A Smile area to provide up to 200 underserved children with education, screenings, cleanings, sealants, fluoride treatments and needed restorative care.

This fall, the CareCredit donation will also fund several GKAS and TeamSmile collaborative events to be held in conjunction with professional sports teams. Dentists and dental team members will volunteer their time to provide education and free oral health treatment to underserved children in collaboration with high profile sports teams.

"Teaming up with the ADA Foundation's Give Kids A Smile program enables us to deliver a message about good oral health to thousands of parents and children this year," said Cindy Hearn, senior vice president, branding and communications for CareCredit, member of the ADA Foundation Board and GKAS National Advisory Committee. "As the Founding Donor of the ADA Foundation GKAS Fund, we are pleased that our grant will again be used to further support these exciting programs and can, in a unique and relevant way, improve the lives of children who have little to no access to necessary dental care."

For more information about the GKAS events visit: [facebook.com/GiveKidsASmile](https://facebook.com/GiveKidsASmile) <sup>[5]</sup> or follow GKAS on [Twitter@GiveKidsASmile](https://twitter.com/GiveKidsASmile) <sup>[6]</sup>.

### About CareCredit:

For nearly 30 years, [CareCredit](#) <sup>[7]</sup> has helped millions of patients receive needed and desired care. CareCredit is a healthcare credit card that can be used as a financing option for certain expenses not covered by insurance or to bridge payment when desired care exceeds insurance coverage. CareCredit is accepted at more than 185,000 healthcare practices nationwide and is exclusively selected for their members by most state and national dental associations including ADA Business Resources<sup>SM</sup>, AGD, AAOMS Services, Inc., AADOM, and AAP, and is also recommended by leading practice management educators. For more information on CareCredit, call 800-300-3046 or visit [www.carecredit.com](http://www.carecredit.com) <sup>[8]</sup>.

### 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 \$1.3 million 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 provides funding to Give Kids A Smile®-related efforts 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](http://www.adafoundation.org) <sup>[9]</sup>.

*ADA is a registered trademark of the American Dental Association. ADA Foundation is a registered trademark of the American Dental Association.*

FOR MORE INFORMATION

[www.carecredit.com](http://www.carecredit.com) <sup>[10]</sup> or [Facebook.com/CareCredit](https://facebook.com/CareCredit) <sup>[11]</sup> or [Twitter.com/CareCredit](https://twitter.com/CareCredit) <sup>[12]</sup>

©2015 CareCredit. All rights reserved.

### Language:

English

### Contact:

CareCredit  
Cindy Hearn, 800-300-3046, ext. 4138  
Senior Vice President, Branding & Communications  
[cheam@carecredit.com](mailto:cheam@carecredit.com) <sup>[13]</sup>  
or  
Synchrony Financial  
Communications, 855-791-8007

**Ticker Slug:**

Ticker: SYF

Exchange: NYSE

---

**Source URL:** <https://newsroom.synchrony.com/press-release/community-philanthropy/carecredit-supports-ada-foundation-give-kids-smile-fund-ninth-c>

**Links:**

- [1] <http://newsroom.synchrony.com/category/press-release-category/%5Bcatpath-raw%5D-4>
- [2] <http://www.businesswire.com>
- [3] <http://cts.businesswire.com/ct/CT?id=smartlink&url=http%3A%2F%2Fwww.carecredit.com&esheet=51132653&newsitemid=20150629005584&lan=en-US&anchor=CareCredit&index=1&md5=f1b04b9770c7da0affe603056033bc4>
- [4] <http://cts.businesswire.com/ct/CT?id=smartlink&url=http%3A%2F%2F2min2x.adcouncil.org%2Fcampaign-background%2F&esheet=51132653&newsitemid=20150629005584&lan=en-US&anchor=2min2x&index=2&md5=6008efab9867933b0c3a9a3a96fa603f>
- [5] <http://cts.businesswire.com/ct/CT?id=smartlink&url=http%3A%2F%2Fwww.facebook.com%2FGiveKidsASmile&esheet=51132653&newsitemid=20150629005584&lan=en-US&anchor=facebook.com%2FGiveKidsASmile&index=3&md5=ba4659b04d3f992e2087f864770fb6d6>
- [6] <http://cts.businesswire.com/ct/CT?id=smartlink&url=http%3A%2F%2Fwww.twitter.com%2FGiveKidsASmile&esheet=51132653&newsitemid=20150629005584&lan=en-US&anchor=Twitter%40GiveKidsASmile&index=4&md5=9109173e499904142d9a280a80460c3d>
- [7] <http://cts.businesswire.com/ct/CT?id=smartlink&url=http%3A%2F%2Fwww.carecredit.com&esheet=51132653&newsitemid=20150629005584&lan=en-US&anchor=CareCredit&index=5&md5=3ea945f9f5ba4fa60cfc79db6c7f7bca>
- [8] <http://cts.businesswire.com/ct/CT?id=smartlink&url=http%3A%2F%2Fwww.carecredit.com&esheet=51132653&newsitemid=20150629005584&lan=en-US&anchor=www.carecredit.com&index=6&md5=cf8966ac80eef84f3cd8507419d464e5>
- [9] <http://cts.businesswire.com/ct/CT?id=smartlink&url=http%3A%2F%2Fwww.adafoundation.org&esheet=51132653&newsitemid=20150629005584&lan=en-US&anchor=www.adafoundation.org&index=7&md5=3cba1d6dc72c1fa8fe20d726e4ef48e3>
- [10] <http://cts.businesswire.com/ct/CT?id=smartlink&url=http%3A%2F%2Fwww.carecredit.com&esheet=51132653&newsitemid=20150629005584&lan=en-US&anchor=www.carecredit.com&index=8&md5=8bfe9f3b93ab8780537a4da6b5751d04>
- [11] [http://cts.businesswire.com/ct/CT?id=smartlink&url=https%3A%2F%2Fwww.facebook.com%2FCareCredit%3F\\_rdr&esheet=51132653&newsitemid=20150629005584&lan=en-US&anchor=Facebook.com%2FCareCredit&index=9&md5=0bea02ac1705308184d40daa0f095581](http://cts.businesswire.com/ct/CT?id=smartlink&url=https%3A%2F%2Fwww.facebook.com%2FCareCredit%3F_rdr&esheet=51132653&newsitemid=20150629005584&lan=en-US&anchor=Facebook.com%2FCareCredit&index=9&md5=0bea02ac1705308184d40daa0f095581)
- [12] <http://cts.businesswire.com/ct/CT?id=smartlink&url=https%3A%2F%2Ftwitter.com%2FCareCredit&esheet=51132653&newsitemid=20150629005584&lan=en-US&anchor=Twitter.com%2FCareCredit&index=10&md5=efa5d9e406a4edab9ba322ef55d055de>
- [13] <mailto:chearn@carecredit.com>
- [14] <mailto:media.relations@synchronyfinancial.com>