



Contact: Lindsey Nickel-de la O
P: 813-274-2100 x 9 C: 727-560-0972
nickel@sparkbrand.com

FOR IMMEDIATE RELEASE

Change A Smile, Change A Life

Dentistry From The Heart will provide 500 free smiles on Friday, February 5.

Tampa, FL (January xx, 2010) – Celebrating nine years and 25,000 smiles saved, Dr. Vincent Monticciolo will host Tampa Bay’s annual Dentistry From The Heart event Friday, February 5 – providing more than 500 people a day of free dental care.

In 2009, Dentistry From The Heart drew record-breaking crowds. Volunteers provided food, water and blankets to hundreds of people who camped out over night in freezing conditions to receive a free extraction, filling or cleaning. With thousands of residents out of work and without dental insurance, Dentistry From The Heart expects patients from across Florida to attend the 2010 event at Dr. Monticciolo’s New Port Richey dental practice.

In 2001, Dentistry From The Heart started as Dr. Monticciolo’s way of giving back to the community and providing aid to the growing number of Americans without dental insurance. Now a national organization, hundreds of volunteer dentists have brought Dentistry From The Heart events to communities across America - providing free dental services to more than 25,000 patients. For the many patients who will benefit from the organization's 200 plus events in 2010, Dentistry From The Heart does more than repair a smile - it inspires confidence.

“It all comes down to wanting to provide something greater to my community,” said Dr. Vincent Monticciolo. “The services provided by Dentistry From The Heart helps more than just a patient’s teeth, it gives them a renewed reason to smile.”

The media is invited to join the hundreds of volunteers, patients and Dr. Monticciolo on Friday, February 5 at Monticciolo Family and Sedation Dentistry, 4530 Grand Boulevard, New Port Richey, FL. For more information please visit www.dentistryfromtheheart.org.

Dentistry From The Heart is a registered non-profit organization that provides free dental work for people who need it. In the past nine years, Dentistry From The Heart events have contributed more than \$5.5 million in free dentistry and helped more than 25,000 patients across the country. For more information, visit www.dentistryfromtheheart.org

####

