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For Immediate Release

Text2Floss to announce program expansion at Greater New York Dental Meeting

MESA, Ariz. -- On Sunday, Dec. 1, 2013, A.T. Still University's Arizona School of Dentistry & Oral Health (ATSU-ASDOH) will announce the global expansion of [Text2Floss](#) - an innovative, mobile-based program promoting oral healthcare - at the 89th Annual Greater New York Dental Meeting. At this meeting Latin America will be highlighted with a live broadcast demonstrating Text2Floss.

In conjunction with ATSU-ASDOH, The American Dental Hygienists' Association will officially announce its commitment to the continued success of Text2Floss program. "As dental hygienists, we are a community of professionals devoted to health promotion and disease prevention" said ADHA President Denise Bowers, RDH PhD. "We are excited to continue our partnership with Text2Floss as it offers important and innovative tools for patient education and, ultimately, for the prevention of disease."

Text2Floss is a free mobile information service and a non for profit initiative designed to raise the awareness of and promote oral health through text message technology backed by technological support from CellTrust Corporation. Through a seven-day text message exchange, Text2Floss is available on a live platform at www.Text2Floss.com . Additionally, ATSU-ASDOH is developing a mobile app for the iPhone, which will forge a link between oral health and overall health.

"The widespread global use of cell phones combined with the popularity of text messaging makes Text2Floss a powerful and cost-effective medium for oral health messaging," said program founder Tony Hashemian, DDS, assistant dean, Global Oral Health, ATSU-ASDOH. "Text2Floss has the potential to reach people across the nation and globally."

The Greater NY Dental Meeting, in collaboration with the Pan American Health Organization, will broadcast the Text2Floss expansion [in Spanish](#).

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About A.T. Still University-Arizona School of Dentistry & Oral Health Arizona's first dental school, A.T. Still University's Arizona School of Dentistry & Oral Health (ATSU-ASDOH), began addressing the nation's oral healthcare needs in 2003. Our students are encouraged to become caring, community-minded healthcare leaders, serving those in need. Students learn through a strong foundation of critical inquiry, evidence-based practice, research, cultural competency, an orientation to prevention, and interdisciplinary healthcare experiences.

About American Dental Hygienists' Association The American Dental Hygienists' Association (ADHA) is the largest national organization representing the professional interests of more than 150,000 dental hygienists across the country. Dental hygienists are preventive oral health professionals, licensed in dental hygiene, who provide educational, clinical and therapeutic services that support total health through the promotion of optimal oral health. For more information about ADHA, dental hygiene or the link between oral health and general health, visit ADHA at www.adha.org.

About Greater NY Dental Meeting The Greater New York Dental Meeting (GNYDM) is the largest healthcare and dental event in the United States attracting 53,481 attendees from all 50 states and 130 countries which included 18,305 dentists in 2012.

About the American Dental Hygienists' Association

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