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Press Release

Hispanic Dental Association and Procter & Gamble / Oral – B Launch the 2013 Orgullo Program
Hundreds of dental students to compete while they deliver education and inspiration
to local communities for the elimination of oral health disparities

WASHINGTON, D.C. July 1, 2013-- The Hispanic Dental Association announces the launch of the 2013 Orgullo (Pride) Educational Program in conjunction with Procter & Gamble / Crest Oral – B. The dental collegiate competition will bring dental students head to head in areas of oral health education and outreach in their communities.

Students in 15 dental schools will hold their own creative and innovative educational outreach program delivering services such as oral screenings and/or oral health education and a recruitment program geared to middle or high school students to inspire young Hispanics to enter careers in dentistry. “Crest and Oral-B has sponsored the annual Orgullo competition for our student chapters of the HDA for many years. We are proud to support students who share our mission to improve the oral health of the Hispanic population,” says Dana Moon, Scientific Relations Manager, Procter & Gamble.

“With a rapidly growing Hispanic population having wide disparities in access and information to oral health, we believe that the main challenge for the future is to identify and train future leaders that share in this quest for the improvement of our oral health,” says David Pena, Jr., Executive Director. “To encourage participation, students will have the chance to become advocates and continue the mission of HDA while educating their broader communities”. Awards as well as certificates will be presented to the winners at the Awards Luncheon Saturday September 28th, 2013.

Each student chapter will present a summary of their activities in the form of a poster presentation at the [HDA 23rd Annual Meeting](#) with one or two students present to provide an overview and answer questions during judging. The activities will be judged based on goals & expected outcomes, number of patients seen, ethnic background of population being served, age range of participants, services performed and age range or school grade participating in activity.

This year’s participating HDA Student chapters and cities include:

1. The University of Texas Health Science Center at San Antonio
2. University of California, San Francisco
3. University of Connecticut
4. Tufts University
5. Columbia University
6. University of Nevada, Las Vegas
7. The University of Texas School of Dentistry at Houston

8. University of Kentucky College of Dentistry
9. University of Michigan School of Dentistry
10. University of Maryland School of Dentistry
11. Kornberg School of Dentistry - Temple University
12. Baylor College of Dentistry
13. College of Dental Medicine - Georgia Regents University
14. College of Dentistry and Dental Clinics - University of Iowa
15. New York University College of Dentistry

About the Hispanic Dental Association (HDA) [@HDAassoc](#)

The Hispanic Dental Association is a national, non-profit organization comprised of oral health professionals and students dedicated to eliminating oral health disparities in the Hispanic community by providing Service, Education, Advocacy, and Leadership. **We are the leaders for Hispanic oral health providing Service, Education, Advocacy, and Leadership.**

About Oral-B

Oral-B is the worldwide leader in the over \$5 billion brushing market. Part of the Procter & Gamble Company, the brand includes manual and electric toothbrushes for children and adults, oral irrigators and interdental products, such as dental floss. Oral-B manual toothbrushes are used by more dentists than any other brand in the U.S. and many international markets.

About Procter & Gamble

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