

Media Alert

For More Information, Contact:

Kelly Harris
The Hauser Group
(314) 436-9090
Kelly@HauserGroupPR.com

or
Shannon Woodcock
Delta Dental Health Theatre
(314) 241-7391



33-YEAR-OLD DELTA DENTAL HEALTH THEATRE CELEBRATES GRAND RE-OPENING WITH “KINGDOM OF HEALTHY SMILES” FAMILY FUN DAY

Festival offers games, giveaways, health information and hours of entertainment

- WHO:** Representatives of the Delta Dental Health Theatre and St. Louis area families and children.
- WHAT:** “Kingdom of Healthy Smiles” Family Fun Day, a festival celebrating the grand re-opening of the newly renovated Delta Dental Health Theatre, which provides entertainment and oral and overall health education to children in the St. Louis region.
- WHEN &** **Sat., Aug. 6 from 10 a.m. to 4 p.m.**
While the entire event will provide great visuals, below are particularly good times to get footage:
10:45 a.m. – “Floss” Cutting Ceremony, sneak peek of theatre renovations
11:00 a.m. – Parade/Meet & Greet with kid-favorite characters
12:15 p.m. – Street Dreamz “Livin’ the Dream” 2011 Talent Contest
- WHERE:** The Delta Dental Health Theatre, 727 North First Street, St. Louis, Mo., 63102, which is located next to the Old Spaghetti Factory on Laclede’s Landing

SIGNIFICANCE: After being closed for several months for renovations, the Delta Dental Health Theatre (DDHT) will officially re-open its doors to the public with a day of FREE family fun. Attendees are invited to check out the theatre’s new offerings and take part in a special outdoor festival. The event will kick off with a parade featuring DDHT’s unique cast of characters (Sir SmilesAlot and Drake the Dragon) and other kids’ favorites (SpongeBob, Buzz Lightyear, Elmo, Dora the Explorer). On the festival grounds, kids will find a variety of games, as well as a castle bounce house, face painting, a balloon artist, a pirate juggler, numerous educational displays and the chance to take their own photos with the various characters. A full lineup of stage performances will entertain crowds throughout the day. Among those taking the stage will be 13 pre-selected finalists of the Street Dreamz “Livin’ the Dream” 2011 Talent Contest – one of whom will be awarded with a \$2,000 recording studio package from the Street Dreamz Development Center at The St. Louis Mills Mall. The first 500 kids under 12 will receive free tickets for a future visit to the DDHT, a tote bag and other giveaways. Popsicles will also be made available to the first 1,000 visitors. For a complete list of event highlights, visit www.ddhtstl.org. The theater’s \$145,000 renovation project was made possible thanks to the support of Delta Dental of Missouri and was designed to make more efficient use of available space and add to the theatre’s interactive offerings in an effort to further promote the theatre’s expanded oral health and overall health mission.

The Delta Dental Health Theatre was originally organized as a program under the Foundation of the Greater St. Louis Dental Society in 1977. In 2002, it was incorporated as an independent 501(c) (3) not-for-profit organization. Six years ago, Delta Dental of Missouri became a major corporate sponsor supporting the theatre’s mission to improve the overall oral health and healthy habits of children and families.

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