



**IOWA
DENTAL
ASSOCIATION**

A Constituent of the American Dental Association

News Release

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2011 Iowa Mission of Mercy To Be Held in at Tyson Center in Sioux City, November 18-19

DES MOINES – (May 5, 2011) – Officials from the Iowa Dental Association announced today that the fourth annual Iowa Mission of Mercy (Iowa MOM) will be held at the Tyson Center in Sioux City on November 18-19.

“We are pleased to bring this free, two-day event to Western Iowa,” said Dr. David Davidson, president of the Iowa Dental Foundation and incoming president of the Iowa Dental Association. “This is the first time the event will be in the western side of the state, but it holds particular importance because it is the home of Dr. Dick Hettinger. Besides being an outstanding dentist, Dr. Hettinger has been the driving force behind the Iowa Mission of Mercy from the very beginning, and it is fitting that we have chosen this site for our fourth annual Iowa Mission of Mercy.”

Previous Iowa Missions of Mercy have been held in Waterloo, Newton and Cedar Rapids.

Since 2008, dentists and other dental professionals from across the state have provided nearly \$2.5 million of free dental care to nearly 4,500 patients with the help of thousands of lay volunteers. Patients are seen on a first-come, first served basis. There are no restrictions based on insurance, income or age.

“As we organize this event, we will again call upon dentists, dental professionals and lay volunteers from across Iowa to donate their time and services to this phenomenal event,” said Dr. Davidson. “We have also already begun working with the University of Iowa College of Dentistry to bring their dental students over again this year. Not only are the students great volunteers, but they get to see firsthand how the Iowa dental community contributes.”

Dr. Davidson said volunteer signup will begin this summer at the Iowa Mission of Mercy website www.iowamom.org.

In addition, Dr. Davidson noted Dr. Jeff Hemmingsen will lead the local Iowa MOM steering committee which oversees the logistics of the event.

The Iowa MOM announcement came as more than 3,000 dental professionals, exhibitors and guests from across the state gathered in Coralville for the 149th Annual Session. Among the items on the agenda, participants will discuss ways for the dental community to partner

with lawmakers to remove barriers and give all Iowans access to quality, affordable oral healthcare.

The dental community has a strong commitment to ensuring all Iowans have meaningful access to quality oral health care," said Dr. Davidson. Iowa MOM is our signature event representing this commitment, but it isn't our only one. Collectively, as well as individually, dentists and dental professionals give back to the community in a variety of ways. However, charity isn't a sustainable solution for quality health care. We must continue to look at ways, such as increasing Medicaid funding, to create better access to dental care.

For more information about the Iowa Mission of Mercy and the 149th Annual session, visit www.iowadental.org.

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The Iowa Dental Association is the largest, most representative dental association in Iowa. The mission of the 148-year-old organization is to encourage the improvement of the health of the public through efforts like Iowa Dental Foundation's Mission of Mercy (www.iowamom.org) and Donated Dental Services (www.nfdh.org), to promote the art and science of dentistry, and to represent the interests of the members of the dental profession and the public which it serves. For more information on the Iowa Dental Association, visit www.iowadental.org or call 1-800-828-2181.