

For immediate release (Disponible en français sur la demande)

Media release

CDHA strengthens partnership ties with dental industry

August 20, 2013 (Ottawa, ON) — With Oral Health Month 2013 behind us and CDHA's 50th anniversary national conference on the horizon, the Canadian Dental Hygienists Association (CDHA) continues to build on its successful partnerships with dental industry companies who are world leaders in innovative oral healthcare products.

Each year, CDHA welcomes a select group of dental industry firms into its *CDHA Partners' Circle* dedicated to the advancement of the dental hygiene profession. The *CDHA Partners' Circle* is comprised of dental industry companies who understand and appreciate the important role dental hygienists play in the overall oral health team.

CDHA is proud to recognize the majority of these dental industry partners have been long standing and valued members of the *CDHA Partners' Circle*, and this year, we are pleased to welcome GlaxoSmithKline (GSK) and Hu-Friedy as our newest silver level partners. CDHA is also happy to report that both Colgate and SUNSTAR G•U•M have bumped up to the gold level, and for the very first time, PHILIPS holds the elite spot in the circle with the highest sponsorship investment for 2013.

The *CDHA Partners' Circle* for 2013 includes a total of eight sponsors ranging in levels from elite to silver: PHILIPS, Crest Oral-B, Johnson & Johnson, Colgate, SUNSTAR G•U•M, DENTSPLY, Hu-Friedy and GlaxoSmithKline (GSK).

Serving the profession since 1963, CDHA is the collective national voice of more than 24,000 registered dental hygienists working in Canada, directly representing 16,500 individual members including dental hygienists and students. Dental hygiene is the sixth largest registered health profession in Canada with professionals working in a variety of settings, including independent practice, with people of all ages, addressing issues related to oral health. For more information on oral health, visit: www.cdha.ca.

To find out more about the *CDHA Partners' Circle*, contact partnerships@cdha.ca

