**[INSERT COMPANY NAME] Proudly Supports Dental Lifeline Network’s Lifeline Heroes Challenge For Veterans**

**XXX, XX** – **[INSERT COMPANY NAME]** is excited to announce its [INSERT DONATION AMOUNT] donation toward **Dental Lifeline Network’s Lifeline Heroes Challenge For Veterans**!

**The Lifeline Heroes Challenge For Veterans** is an initiative to raise $500,000 to help 1,200 veterans receive donated comprehensive dental treatment.

Affording dental care can be a struggle for people with disabilities, as well as the elderly or medically fragile. Also falling into this category are the military veterans who once served our country, but now don’t have access to dental treatment.

Veteran Affairs is only able to provide dental care to a small fraction of veterans, leaving those like Lee, a 65-year-old Army and Air Force veteran without necessary dental care. Thanks to donations from the Lifeline Heroes Challenge for Veterans, Lee was able to finally eat pain-free and smile again after receiving much-needed dental treatment that included extractions and dentures.

For more than 40 years, Dental Lifeline Network has been a national leader in helping people access the dental care they cannot afford. The Lifeline Heroes Challenge for Veterans takes that service a step further to directly impact the lives of our nation’s veterans. We are thrilled to be a part of such a great mission!

“We are so thankful for partners like [**INSERT COMPANY NAME]** for their participation in the Lifeline Heroes Challenge for Veterans. With their generous donation, we can help veterans across the country get the dental care they need, but would not otherwise be able to afford,” said Lynda Ricketson, president and CEO of Dental Lifeline Network. “Together, we can make a larger, life-changing impact in the veteran community.”

If you would like to join the challenge in helping veterans receive the dental care they need, you can contribute by donating [online](https://www.flipcause.com/secure/cause_pdetails/MTUwNTM5). Dental Lifeline Network and **[INSERT COMPANY NAME]** appreciates you for your support!

[**About Lifeline Heroes Challenge**](http://www.lifelineheroesvets.org) **For Veterans**
Participating dental manufacturers, dentists and distributors contribute toward this challenge to benefit Dental Lifeline Network’s programs that provide comprehensive dental treatment to underserved people. For a list of participating companies and to learn more, visit [www.lifelineheroesvets.org](http://www.lifelineheroesvets.org).

[**About Dental Lifeline Network**](http://www.dentallifeline.org/)

Dental Lifeline Network is a nonprofit, humanitarian organization and charitable affiliate of the American Dental Association providing access to comprehensive dental care for people with disabilities or who are elderly or medically fragile.