**[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***!

**The *Lifeline Heroes Challenge*** is a rally call to ensure veterans get the dental care they need. Last year’s challenge helped 941 of America’s veterans who are permanently disabled, elderly or medically fragile receive $3.7 million in extensive dental care.

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 Artbella, a 64-year-old veteran who had lost most of her teeth due to lack of access to dental care. Thanks to donations from the Lifeline Heroes Challenge, Artbella was able to finally eat pain-free and smile again after receiving much-needed dental treatment that included full upper and lower dentures.

For 50 years, Dental Lifeline Network has been a national leader in helping people access the dental care they cannot afford. The Lifeline Heroes Challenge 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. 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/MTc2Njgz). 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 program that provides comprehensive dental treatment to veterans who are permanently disabled, elderly or medically fragile. 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.