

For Immediate Release

Dentists and the Rotary Club Team Up to Teach Oral Health at Toronto Area Schools

Brush-a-mania helps mark Oral Health Month in April

TORONTO, ON, FRIDAY, APRIL 4, 2025 – Dentists and Rotarians are teaching kids to take care of their oral health for a lifetime by giving them a big brush off! The successful Brush-a-mania oral health program, where kids can brush their teeth and win great prizes, is celebrating 25 years this year.

“We’re excited to celebrate our 25th year of educating students,” said Dr. Raffy Chouljian, Brush-a-mania Founder and Chair. “It is very important that children learn about oral healthcare while they are young because it’s such an important component of their overall health.”

Brush-a-mania is an annual program designed to promote oral health and awareness among young children. Its purpose is to educate and motivate children, and to bring together dentists, Rotarians, teachers and parents to create a celebration around proper oral health care. The goal for 2025 is to have 100,000 students in over 200 schools participate throughout Canada.

Now in its twenty-fifth consecutive year, Brush-a-mania is a not-for-profit program designed for children from Junior Kindergarten to Grade 6 to promote good oral health. This creative, in-school awareness program created by the Scarborough Rotary Passport Club has proven highly successful in Toronto, and is now being extended across the country.

THE BRUSH OFF

Each participating school will hold an assembly at the end of March or early April, where a dentist and a Rotarian will come into the school and provide the children with an interactive, entertaining presentation in proper dental care. Each assembly will conclude with a Brush-off, where all participants brush their teeth simultaneously for two minutes.

THE PROGRAM

The students track their brushes for the entire month of April in the classroom and at home online. Each student receives a Colgate toothbrush and toothpaste, a Brush-a-mania instruction pamphlet, as well as, a Brush-a-mania sticker. When the students complete the online program, they will be able to print out a Brush-a-mania certificate of achievement. His or her name may be entered into a draw to win a Nintendo Switch or one of fifty Android tablets.

The online contest is open to any elementary student in Canada. Simply register at www.brushamania.ca.

ORAL HEALTH MONTH

Oral Health Month takes place every April. The Canada-wide Brush-a-mania program in elementary schools, promotes the importance of oral health to overall health. Oral Health Month events also allow members of the public to benefit from dentists' medical training and expertise by asking any questions they might have about their oral health.

ABOUT THE ROTARY CLUB

Rotary is an organization of business and professional leaders united worldwide, who provide humanitarian service, encourage high ethical standards in all vocations, and help build goodwill and peace in the world. There are more than 1.4 million Rotarians in 46,000 Rotary clubs in over 200 countries and geographical areas. The Scarborough Rotary Passport Club was the original partner for Brush-a-mania.

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