



The Dr. Samuel D. Harris
National Museum of Dentistry

In association with the Smithsonian Institution

Press Release

**THE NATIONAL MUSEUM OF DENTISTRY
TAKES TO THE ROAD WITH
*BRANCHES, BRISTLES AND BATTERIES: TOOTHBRUSHES THROUGH TIME***

UNITED CONCORDIA COMPANIES INC. SPONSORS SECOND TOUR

Baltimore, MD (February 7, 2005) - "Brushella the Tooth Fairy" begins her second North American tour of children's and science museums this month when ***Branches, Bristles and Batteries: Toothbrushes Through Time*** opens at the Children's Museum of Manitoba in Winnipeg, Manitoba, Canada. This three-month engagement marks the first time an interactive exhibition developed by the staff of The Dr. Samuel D. Harris National Museum of Dentistry (NMD) has traveled beyond United States borders. This special *Branches, Bristles and Batteries* tour is made possible through the generous support of the United Concordia Companies Inc., a national dental insurer headquartered in Harrisburg, PA.

"Brushella" serves as the virtual hostess and guide for the exhibition, which encourages children and families to "brush up" on the terrific truths about toothbrushes while helping to develop habits that ensure good oral health. Targeted to children of elementary school age, *Branches, Bristles and Batteries* includes child-centered learning stations, a computer-based activity area and colorful text panels. The special *Branches, Bristles and Batteries* timeline vibrantly chronicles the history of the toothbrush, matching important events in world history with significant events in the toothbrush development, from Babylonian branches to the battery-powered devices of the modern era.

"Through *Branches, Bristles and Batteries* we are helping children and their families to achieve an overall healthy lifestyle through entertaining and high-tech activities that address oral care techniques, history and nutrition," stated Ms. Rosemary Fetter, Executive Director, NMD.

