

# RIDE FOR SMILES: 947 RIDE JOBURG '24

A FIGHT AGAINST CHILDHOOD DENTAL DECAY

*"Children are the most valuable resource and best hope for the future."*

JOHN F. KENNEDY



## MEDIA STATEMENT

### RE: RIDE FOR SMILES CAMPAIGN AT 947 RIDE JOBURG: CYCLING TO RAISE AWARENESS OF EARLY CHILDHOOD CARIES

#### FOR IMMEDIATE RELEASE

**Pretoria - November, 6, 2024** - The Kids Dental Home Foundation is thrilled to announce the **Ride for Smiles Campaign** at the upcoming **947 Ride Joburg** on **November 17th, 2024**. This dedicated group of cyclists is set to ride not just for the thrill of the race, but for a powerful cause: raising awareness about Early Childhood Caries (ECC), a preventable yet pervasive dental disease affecting millions of young children worldwide.

ECC is a serious condition, often underrecognized, that can lead to painful infections, developmental issues, and a lifetime of health complications if left untreated. In reality, millions of children suffer from this disease, yet awareness remains critically low. The **Ride for Smiles Campaign** aims to shine a spotlight on ECC, urging communities, caregivers, and healthcare providers to take early oral health interventions seriously.

"We're incredibly grateful for the passionate cyclists who will be riding for this cause," says Dr. Londiwe Sibisi-Maboye, Founder & Director, KDHF. "Through their dedication, we're able to spread awareness, engage new supporters, and raise essential funds to provide free dental surgeries for children in need. With each mile ridden, they're helping create a future where every child can grow up healthy and free from the pain of preventable dental disease."

The campaign invites supporters to get involved by donating, cheering on the riders, or simply spreading the word about ECC. Together, we can make a difference in the lives of countless children and empower communities with the knowledge to fight this silent epidemic.

Thank you to all our partners, and sponsors, for their continued support, and we look forward to a successful Ride for Smiles at one of the biggest cycling event in South Africa.

#### About Kids Dental Home Foundation

Kids Dental Home Foundation is a registered non-profit company that was founded by a South African dentist, philanthropist and humanitarian based in South Africa since 2022, who recognized the long waiting periods and financial barriers faced by children from low socio-economic backgrounds who require dental surgeries under general anaesthesia but could not afford theatre costs. The charity aims to address this issue by raising funds and providing pro bono surgeries. Ride for Smiles is amongst other initiatives to achieve this goal. Since its inception, the foundation has performed 34 pro bono dental surgeries for less privileged children ranging from ages 2-8, and aims to go even bigger to help 1000 kids in 10 years. Kids Dental Home Foundation envisions a world where every child, regardless of their background, enjoys the gift of a healthy smile through accessible oral health

**For Media Inquiries or partnership, please contact our office:**

e-mail: [info@kidsdentalhome.co.za](mailto:info@kidsdentalhome.co.za)

cell: 076 444 4045 / 079 955 0858

office: 012 548 1137

Address

162 Enkeldoorn Avenue

Montana Park, Pretoria

**Follow Us On Social Media: Kids Dental Home Foundation**



[End of Statement]

**DONATE**



**SCAN QR**