

## KIDZAAM MEDIA RELEASE

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### FOR IMMEDIATE RELEASE

## KIDZAAM'S LINGO

**KidZaam** --- A magical, playful, wacky, and place created to provide quality oral health care for families everywhere through Dentaltainment™.

**KidZaam Klubhouse** — The home base of Doc and the KidZaam Kommandoes designed especially for families providing highest quality oral health care in a safe and fun environment.

**KidZologist**<sup>SM</sup> — A person who is dedicated to the study, understanding, and care of kidz.

**KidZaamboree** --- A special event held at a KidZaam Klubhouse with games, awards and free entertainment focused on positive education and awareness.

**Kidzaamineer**--- One who believes in the vision of KidZaam and helps to promote its purposes.

**Toothologist**<sup>TM</sup> --- A specially trained, wacky, yet friendly doctor providing pediatric dentistry, general dentistry, or orthodontic care.

**KidZaamination**<sup>SM</sup> --- A happy connection, and starting point, between KidZaam Klub member and a KidZologist<sup>SM</sup> or Toothologist<sup>SM</sup>.

**Dentaltainment**<sup>SM</sup> --- Unique blend of entertainment and dentistry designed to inspire, inform, motivate, empower, and energize kidz of all ages to embrace proper oral health practices as a lifestyle.

**KidZaam Kommandoes** --- KidZaam patients who join with Doc to battle decay, disease, and all things unhealthy.

**KidZaam Kruiser**--- A colorful, eye catching, customized vehicle used to create attention and raise awareness and interest in good oral health through the display of Doc and the KidZaam Kommandoes. Used at schools and KidZaamborees to deliver Doc's message.

**VIK** — Very Important Kid

**VIP** — Very Important Parent