

## Plano Dentist Dr. Darren Dickson to Chair Give Kids A Smile™ Campaign

### Image Gallery



*The Plano Center for Aesthetic Dentistry proudly announces that Dr. Darren Dickson, DDS will be co-chairing the 2010 Give Kids A Smile™ Program in North Texas. The program, which is part of a national campaign, serves the needs of disadvantaged children between the ages of three and twelve throughout Northern Texas and provides them with proper dental care.*

**Online PR News – 05-February-2010** Plano, Texas – The Plano Center for Aesthetic Dentistry proudly announces that Dr. Darren Dickson, DDS will be co-chairing the 2010 Give Kids A Smile™ Program in North Texas. The program, which is part of a national campaign, serves the needs of disadvantaged children between the ages of three and twelve throughout Northern Texas and provides them with proper dental care.

The 2010 Give Kids A Smile™ Program is sponsored by the North Texas Dental Society and the North Texas Hispanic Dental Association, and is provided in partnership with the dental hygiene departments of the Collin County Community College in McKinney, TX and the Texas Women's University in Denton, TX. Two events will occur at the schools during January and February, offering x-rays, exams, cleanings and sealants to underserved children in the North Texas area. Children will be selected for the program by their school nurses based on criteria that identify them as being in need of dental care that they could not otherwise receive due to financial limitations.

[Plano dentist](#), Dr. Dickson, became involved with the Give Kids A Smile™ Program because he recognized a great need in the community for providing disadvantaged children with proper dental care. "As a dentist, it is difficult to know that children are not getting the best care possible due to financial constraints," explains Dr. Dickson. "If dental issues are left untreated, children will grow up with not only aesthetic issues related to their smiles, which can lead to loss of self-esteem and related problems, but they may also have future life threatening medical issues due to tooth decay and gum disease. Getting children the dental care they need at an early age is the best way to give them the best chance of growing up with healthy teeth and gums. This not only affects their mouth, but their entire well-being."

Having a long-lasting, positive affect on children's lives is the sole purpose of Give Kids a Smile. This is why after the kids are given x-rays, an exam and cleaning, they are referred to a dentist close to their school, to complete all necessary restorative and preventative treatment, completely free of charge.

Also, new to the program this year, KGAS will also be working with several orthodontists to provide braces to kids that otherwise would never be able to afford them. Straight, healthy teeth can dramatically boost a child's self confidence and have a tremendous impact on their future.

Dr. Dickson is a member of the North Texas Dental Society and is a leading provider of preventative, implant, and [cosmetic restorative dentistry in Plano, Texas](#). He is proud of his involvement in the 2010 Give Kids A Smile™ Program and believes that by working together with area organizations and dental professionals in order to provide more widespread dental care, it gives kids a better chance at a bright smile and a healthy future.

About Dr. Darren Dickson, DDS

Dr. Darren Dickson, DDS, of the Plano Center for Aesthetic Dentistry, offers a broad array of dental services with a focus on cosmetic dentistry in his Plano dental office. Dr. Dickson is recognized as a premier [cosmetic dentist in Plano](#) and is dedicated to providing patients with the best in dental care, with an emphasis on compassion and a patient-centered approach. He is also committed to helping the surrounding community by providing access to quality dental care.

About the 2010 Give Kids A Smile™ Program

The 2010 Give Kids A Smile™ Program was offered at the Collin County Community College in McKinney, TX on January 30, 2010 and will be at Texas Women's University in Denton, TX on February 20, 2010. Children must be between the ages of three and twelve and must be referred by their school nurse for inclusion in the program. The event is sponsored by the North Texas Dental Society and the North Texas Hispanic Dental Association.

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For more information about Dr. Darren Dickson and the Plano Center for Aesthetic Dentistry, visit <http://www.pcadentistry.com>.

For more information about the Give Kids A Smile™ events being held in North Texas, contact Lisa at 469-855-9965.

## Media Information

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