

## 2013-J5208

LEGISLATIVE RESOLUTION commending Colgate's Bright Smiles, Bright Futures, A Children's Oral Health Improvement Program upon the occasion of its designation for special recognition at the Brooklyn Children's Museum 2014 Annual Awards Gala on June 5, 2014

WHEREAS, It is the sense of this Legislative Body to recognize that the quality and character of life in the communities across New York State are reflective of the concerned and dedicated efforts of those organizations and individuals who would devote themselves to the welfare of the community and its citizenry; and

WHEREAS, It is incumbent upon the people of the State of New York to recognize and acknowledge those within our midst who have made significant contributions to the quality of life therein; and

WHEREAS, Attendant to such concern, and in full accord with its longstanding traditions, this Legislative Body is justly proud to commend Colgate's Bright Smiles, Bright Futures, A Children's Oral Health Improvement Program upon the occasion of its designation for special recognition at the Brooklyn Children's Museum 2014 Annual Awards Gala on Thursday, June 5, 2014, at Three-Sixty Degrees in Tribeca, New York; and

WHEREAS, Colgate's Bright Smiles, Bright Futures, A Children's Oral Health Improvement Program will receive this auspicious award for supporting children's health in Brooklyn, New York, and beyond; and

WHEREAS, Colgate's Bright Smiles, Bright Futures program reaches children around the world with free dental screenings and oral health education; Colgate's commitment to building a lifetime of healthy habits provides children with burgeoning self-esteem and a foundation for success; and

WHEREAS, Colgate Bright Smiles, Bright Futures program is among the most far-reaching, successful children's oral health initiatives in the

world; with long-standing partnerships with governments, schools and communities, its program has reached more than half a billion children and their families across 80 countries with free dental screenings and oral health education; and

WHEREAS, The cornerstone of Colgate Bright Smiles, Bright Futures program is its award winning educational curriculum; developed by global experts, Colgate's multi-cultural education materials help illustrate how to maintain healthy teeth and gums; and

WHEREAS, In the United States, Colgate's classroom curriculum reaches nearly nine out of every 10 kindergarten students each year, 3.5 million children in all 50 states, and more than 750,000 kids through its partnership with the Head Start program; and

WHEREAS, Today, Colgate Bright Smiles, Bright Futures educational curriculum is available in 30 languages and in many countries, has become a part of the permanent school curriculum; and

WHEREAS, In some countries, Colgate Bright Smiles, Bright Futures program is mobile, and in the United States, Colgate's fleet of mobile dental vans travel to rural and urban communities to provide free dental screenings and oral health education to children in need; and

WHEREAS, It is the sense of this Legislative Body that those who enhance the well-being and vitality of their community and have shown a long and sustained commitment to excellence certainly have earned the recognition and applause of all the citizens of this great Empire State; now, therefore, be it

RESOLVED, That this Legislative Body pause in its deliberations to commend Colgate's Bright Smiles, Bright Futures, A Children's Oral Health Improvement Program upon the occasion of its designation for

special recognition at the Brooklyn Children's Museum 2014 Annual Awards Gala on June 5, 2014; and be it further

RESOLVED, That a copy of this Resolution, suitably engrossed, be transmitted to the Colgate's Bright Smiles, Bright Futures, A Children's

Oral Health Improvement Program.