



FOR IMMEDIATE RELEASE

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Special Olympics Colorado Announces Partnership with Comfort Dental

ENGLEWOOD, Colo. -- Special Olympics Colorado is proud to announce its new partnership with Comfort Dental at the Comfort Dental Amphitheatre. The partnership, which runs through 2011, will generate thousands of dollars for Special Olympics Colorado.

At selected shows, Special Olympics Colorado will receive 50 cents for each ticket sold at the Comfort Dental Amphitheatre (formerly Fiddler's Green Amphitheatre) in Greenwood Village. Comfort Dental Amphitheatre is owned by the Museum of Outdoor Arts and operated by Live Nation.

"We are absolutely thrilled with this unbelievable partnership we have developed with Comfort Dental," President and CEO of Special Olympics Colorado Mindy Watrous said. "This generous agreement will enable our organization to continue providing training opportunities, uniforms, equipment, medals and transportation for our more than 10,000 Special Olympics athletes across the state of Colorado. Comfort Dental has been a long time supporter of our organization."

Special Olympics Colorado is a registered 501(c)3 non-profit organization supported entirely by private donations from individuals, corporations, and organizations throughout the state. The program does not receive any financial assistance from the government or Kennedy Foundation. Special Olympics Colorado athletes **do not pay a fee** to participate.

"Beyond the goodwill we're creating at the Comfort Dental Amphitheatre, we're also happy to be helping Special Olympics Colorado and the community," said Dr. Neil Norton, Vice President of Comfort Dental. "Our brand is about a positive experience and helping the community. Our partnership with Special Olympics Colorado underscores that commitment."

ABOUT SPECIAL OLYMPICS COLORADO

Since 1969, Special Olympics Colorado (SOCO) has been strengthening families, athletes and the very soul of our community through sports training and athletic competitions. Special Olympics Colorado provides year-round training and sponsors over 80 competitions at the area and state level in 20 sports for over 10,000 athletes statewide. With a base of more than 6,000 volunteers, thousands of hours are donated allowing SOCO to support athletes of all ages and abilities, allowing them to build athletic, learning and social skills. Participation with other athletes, non-disabled peers (Unified Sports® partners), coaches, sponsors and volunteers builds confidence and creates opportunities to participate as productive and respected members of society by increasing public awareness of the athletes' capabilities. There is no cost to participate in Special Olympics. For more information on Special Olympics Colorado, visit www.specialolympicsco.org.

ABOUT COMFORT DENTAL

Comfort Dental has over 1.5 million patients, and is the largest dental franchise in America. Comfort Dental has 65 offices in Colorado, and additional offices in New Mexico, Ohio, Missouri and Texas. Every office is independently owned by the dentists. Dr. Rick Kushner, D.D.S., founded Comfort Dental in 1977 and pioneered the concept of fair pricing dentistry. Comfort Dental's core mission is to expand access to quality dental care by making it affordable and convenient. New patients pay \$19 which includes exam and x-rays. Braces for kids are \$109 per month; adults are \$119 per month with the Gold Plan. Comfort Dental also offers oral cancer screenings for \$10. Comfort Dental's fees are about 50-percent or less of what other Colorado dentists charge. Comfort Dental is the largest Medicaid provider in Colorado. Comfort Dental also offers extended office hours, M-F 7:30 AM to 7:30 PM, Saturdays, 7:30 AM to 1:30 PM, and 24-hour emergency access. For people without dental insurance, Comfort Dental offers their own dental plans that offer more discounts on services. For more information about Comfort Dental, visit www.ComfortDental.com.

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