



Play Ball? Floss Teeth!

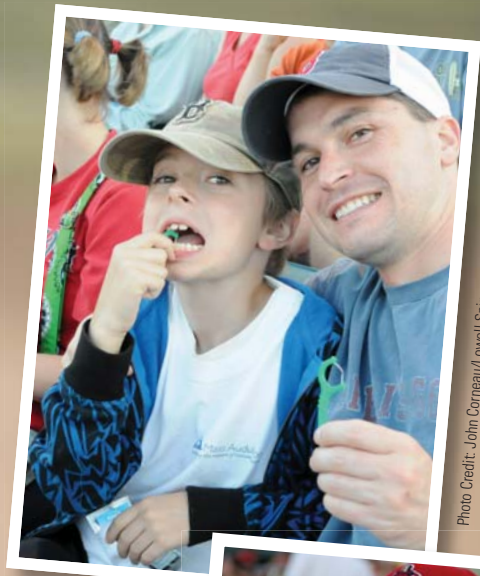


Photo Credit: John Comeau/Lowell Spinners



Photo Credit: Heather Barry/Lowell Spinners

If you've ever been to a baseball game or major sporting event, you have probably done "the wave"—when all the spectators in the stadium briefly stand and raise their arms in succession, creating a "wave" effect. But have you ever been sitting at a ball game, happily munching away on your hot dog and popcorn, and suddenly all the fans in the park started flossing their teeth, all at the same time?

This was the case last June 29, 2011, as the Massachusetts Dental Society (MDS) held a "Floss Night" with the Lowell Spinners, the Single-A affiliate of the Boston Red Sox, at LeLacheur Park in Lowell, Massachusetts. The MDS was the exclusive sponsor for the evening's game versus the Tri-City Valley Cats from Troy, New York. (The Spinners won the game, 3–2.)

As part of a promotion to raise awareness about oral health and the importance of flossing, MDS brochures and oral health information were available to fans as they entered the park. Each fan also received an Oral-B floss pick donated by Procter & Gamble. During the fourth inning of the game, a record-setting 3,014 fans participated in the event by flossing at the same time. Spinners players even got in on the action by flossing during the inning.

With Major League Baseball spring training gearing up, it's not too early to start thinking baseball. And it's never too early to start adopting good oral health habits, such as "stepping up to the plate" and flossing your teeth daily.

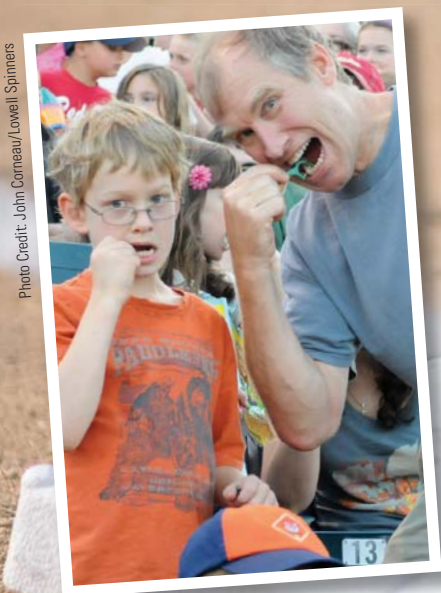


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