

TAKE TWO! DELTA DENTAL OF MICHIGAN'S ORAL HEALTH VIDEOS WIN ANOTHER AWARD



(May 14, 2009) OKEMOS, Mich. — Delta Dental of Michigan has earned a second international award for its seven-part video series titled: A Healthy Mouth, A Healthier You. The Hermes Creative Awards <http://www.hermesawards.com/> recognize outstanding video work while promoting the philanthropy that marketing and communications professionals are involved in. The educational videos were created to inform enrollees and the public about important information related to oral health. Each video, available at www.deltadentalmi.com, focuses on a separate topic and offers steps individuals can take to improve their oral health. The series also is available on DVD.



The series features Jed Jacobson, D.D.S., M.S., M.P.H., chief science officer and senior vice president at Delta Dental of Michigan. The executive producer was Ellen Jones of East Lansing, Delta Dental's senior public relations officer. Area dentists opened their doors for the company's videotaping efforts and Okemos-based Future Media Corp. did the videotaping, editing, and post-production.



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