

# NEWS FLASH



## AAE-IADT News Story on Knocked Out Teeth Running in 1,000+ Print and Online Publications, Yielding Total Audience of 140 Million

The AAE, in collaboration with the IADT, has mass distributed an article to **1,000+ print and media publications yielding a total reach of 140 million in audience!** The article details the steps to take after knocking out a tooth.

This article is a partnership between the two associations, crating a very valued partnership when it comes to providing information for both patients and professionals in the event of traumatic tooth injury.

**The Times-Tribune**



 HudsonValley360

### Both Associations' Presidents are quoted in the article:

*“While knocking out a tooth can have devastating effects on your smile and oral health, proper actions can help save the tooth so that it can be replanted successfully and last for years to come,” says Dr. Craig S. Hirschberg, president, AAE.*

*“Whether it’s due to an accident or a sports injury, knocking out a tooth doesn’t necessarily mean your tooth is lost for good. Taking the right steps at the right time can save your tooth,” says Dr. Liran Levin, president, IADT.*

### Take a look at just a few of the media pickups!:

[Times-Tribune](#)

[FOX2NOW](#)

[Hudson Valley 360](#)