

NEW BOOK

The tooth FAIRY alights in Calgary

Children's book author brings some magic to oral health

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CALGARY HERALD

If there ever was any doubt, the tooth fairy is real. Her name is Toothena, and she was spotted on a recent Thursday morning when she landed in the children's book section at Indigo's Signal Hill location.

Toothena — wearing a frothy light-pink gown, wide pink wings, a tiara and carrying a wand — was reading to an entranced two-year-old boy, who looked on with furrowed brows as she told the story of a little girl who loses her first tooth.

"Then Toothena tossed Emily's tooth up into the midnight sky," read Toothena, and the little boy looked up as she tossed an imaginary tooth into the air.

Time to come clean: Toothena is actually CoraMarie Clark, a Calgary woman who has turned a background in dental hygiene into her first children's book, called *Emily's Magical Journey with Toothena the Tooth Fairy* (\$22.95).

Clark, 51, is now a consultant for dental practices across North America.

In the 788-word tale, a little girl named Emily takes a nighttime trip with the tooth fairy to discover what happens to her tooth.

"When she wakes up the next morning, she's in her own bed," says Clark.

"It's up to the reader's imagination as to what actually happened: was it a dream or did it happen?"

Clark's self-published book — beautifully illustrated by Calgary artist Val Lawton — recently hit Chapters and Indigo stores around town; Toothena is a life-like representation of Clark.

While the book does not contain information about how to brush and floss, there is a dental chart and picture at the back of the book to help parents and their kids track when teeth come in, when they fall out, and what treasure Toothena leaves behind in exchange for the teeth.

Clark says her next book may contain more practical information, but her goal now is to get kids excited about caring for their teeth.

Another goal is to raise funds for her burgeoning Tooth Fairy Foundation, an organization dedicated to helping kids worldwide receive proper dental care.

In fact, 15 per cent of all book sales will go toward the foundation.

The Calgary-based non-profit organization is in the midst of being founded, but Clark already has a couple sponsors on board, including a Vancouver-based travel company, Coastal Synergy Group. She plans to establish her foundation in the U.S. as well.

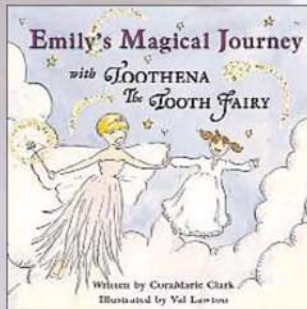
For now, Clark is having fun as Toothena and says it's a natural fit, as she loves both teeth and kids (her own three adult children are all cavity-free).

"A lot of kids aren't getting the dental care they need," says Clark. "So if I can just get them excited about teeth as the tooth fairy, then hopefully they'll start brushing and flossing and care more about what they eat."

Emily's Magical Journey with Toothena the Tooth Fairy is available at Signal Hill Indigo, SouthCenter Chapters and Spectrum Indigo.

For more information about the book or the foundation, visit toothenathetoothfairy.com.

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Photo, Gavin Young, Calgary Herald
Author Cora-Marie Clark sprays "plaque" on volunteer Julie Elliott, 5, to demonstrate good dental hygiene at the Indigo book store in Signal Hill on Oct 11. Clark was on hand to read from her new children's book, *Emily's Magical Journey with Toothena the Tooth Fairy*.