

HARRISBURG, Pa., Dec. 16, 2013 /PRNewswire/ -- United Concordia Dental today announced that the March of Dimes has earned the top donation of \$20,000 in its Facebook charity giving program – Champions for Wellness – with more than 7,500 votes. The American Diabetes Association and Arthritis Foundation earned second and third place donations of \$3,000 and \$2,000, respectively.

"At United Concordia, we know oral health is about much more than a smile," said James Bramson, D.D.S., chief dental officer. "Research shows oral health is connected to overall wellness. And just as the two are connected, everything we are and everything we do at United Concordia is about connecting consumers to a life of better overall health."

During the months of October and November, individuals who "liked" United Concordia's Facebook page could vote daily to award a total of \$25,000 to the three national charities while learning about the connection between oral and overall wellness.

United Concordia selected the three charities for its Facebook program based on landmark research it conducted with parent company Highmark Health Services. That research showed a [significant reduction in health care costs](#) is possible when an individual with diabetes, heart disease, cerebrovascular disease (stroke) or rheumatoid arthritis, or who is pregnant, is treated for gum disease.

"We were so pleased to be among the charities selected to participate in United Concordia's Champions for Wellness program," said James Dennis, state director for the Pennsylvania Chapter March of Dimes. "Having the opportunity to build awareness about the importance of oral health, specifically among expectant mothers, was significant. To be the winning charity and the recipient of \$20,000 is so gratifying as it will allow us to support March of Dimes research, education and community programs to help moms have full-term, healthy pregnancies and healthy babies."

United Concordia will present each charity with its donation in January. For more information about United Concordia or the Champions for Wellness charity giving program, visit [www.UnitedConcordia.com](http://www.UnitedConcordia.com).

SOURCE United Concordia Dental

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