

HARRISBURG, Pa., Jan. 29, 2015 /PRNewswire/ -- During Children's Dental Health Month in February, boys and girls, ages 4-11, can win four free tickets to the Philadelphia Zoo by posting a photo showing off their smiles to United Concordia Dental's Instagram.

"A great smile and good oral wellness habits are important to recognize no matter your age or species," said James Bramson, D.D.S., chief dental officer for United Concordia Dental. "We want everyone to know that #WeHeartYourSmile by participating in a fun contest increase awareness of how the health of the mouth can impact the health of the body for children and animals alike. "

To enter, take a picture of your smiling child with any of the Chomper Chums® Champions signage at the zoo, include #WeHeartYourSmile, and tag @UnitedConcordia and @PhiladelphiaZoo in your post. One winner will be randomly selected each week in February, and will receive four complimentary Zoo tickets and a prize package including tattoos, coloring books and crayons.

"While you're visiting the Zoo, don't forget to participate in the Chomper Chums Champions Scavenger Hunt, where you can enter to win a behind-the-scenes experience with one of the Zoo's amazing animals," said Bramson. "You can also help build your child's oral health habits by using our Chomper Chums app, which teaches proper brushing, flossing and nutrition habits."

In 2014, United Concordia Dental and the Philadelphia Zoo entered into a three-year partnership to increase awareness of how the health of the mouth can impact the health of the body for children and animals alike.

"The 'Chomper Chum Champions' program gives us a great opportunity to educate our young visitors about wildlife in a way that is relative to what they are learning in their everyday lives. Both the 'Chomper Chums' app and the scavenger hunt are excellent tools to further establish the human/animal connection that is at the heart of every Zoo visit," said Amy Shearer, the Zoo's Chief Marketing Officer.

For more information, visit UnitedConcordia.com/zoo, or http://www.philadelphiapark.org/Explore/Attractions/Chomper-Chum-Scavenger-Hunt.htm?utm_source=iContact&utm_medium=email&utm_campaign=Membership&utm_content=ZS+January+2015.

To view the original version on PR Newswire, visit: <http://www.prnewswire.com/news-releases/enter-your-childs-photo-in-the-weheartyoursmile-contest-to-win-four-free-philadelphia-zoo-tickets-300027602.html>

SOURCE United Concordia Dental

For further information: Beth Rutherford, United Concordia Dental, 717-260-7659, beth.rutherford@ucci.com, or Leilyn Perri, Highmark Inc., 717-302-4243, leilyn.perri@highmark.com

<https://news.unitedconcordia.com/2015-01-29-Enter-Your-Childs-Photo-in-the-WeHeartYourSmile-Contest-to-Win-Four-Free-Philadelphia-Zoo-Tickets>