

HARRISBURG, PA. – Children, 12 years of age and under, can trade a Halloween drawing for a \$10 gift card and toothbrush at dentist offices participating in United Concordia's Toys for Treats<sup>SM</sup> Program.

"This is the fifth year we're offering this program to help promote better oral and overall health. Halloween typically means large amounts of free candy and sugary treats," said James Shade, senior vice president, Dental Network Operations, Services & Solutions. "Since we know Halloween activities may look different this year, we have modified the program to ensure the safety of our patients while still reinforcing the importance of going to the dentist and brushing properly."

United Concordia provided the first 100 dentists to sign up for the program with 20 Amazon gift cards worth \$10 each, as well as toothbrushes, to trade patients who submit a drawing of their favorite Halloween costume, treat or tradition.

"Our Toys for Treats program has become extremely important over the years to United Concordia, our network dentists and their young patients," added Shade. "More than 400 children will have participated in this program since it started, and we look forward to continuing to instill good dental habits in our youth as a result of this effort."

Participating dentists across the country have been asked to proudly display the pictures in their office and send pictures to United Concordia.

For more information about United Concordia Dental and its commitment to improving oral health, go to <https://www.unitedconcordia.com/dental-insurance/>.

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