

HARRISBURG, Pa. (October 20, 2021) – United Concordia Dental is partnering with dentists this year to invite children, 12 years of age and under, to trade a Halloween drawing for a \$10 gift card and toothbrush as part of its [Toys for Treats<sup>SM</sup>](#) program.

“Halloween is the perfect time to encourage good oral health habits for kids,” said James Shade, senior vice president, Dental Network Operations, Services & Solutions. “This is the sixth consecutive year United Concordia Dental has partnered with network dentists to reinforce to children the importance of going to the dentist and proper brushing.”

United Concordia is providing 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.

Dentists have been asked to proudly display the drawings in their offices and share photos of the artwork with United Concordia.

“We look forward to continuing our encouragement of a lifetime of healthy dental habits in children as a result of this effort,” added Shade.

United Concordia network dentists who would like to participate in the program can visit [unitedconcordia.com/business-services/dentists/toys-for-treats](https://unitedconcordia.com/business-services/dentists/toys-for-treats) for additional details.

To learn more about United Concordia Dental, visit [UnitedConcordia.com](https://UnitedConcordia.com).

**Contact:**

Beth Rutherford  
United Concordia Dental  
717-260-7659  
[beth.rutherford@ucci.com](mailto:beth.rutherford@ucci.com)

Leilyn Perri  
Highmark Health  
717-302-4243  
[leilyn.perri@highmarkhealth.org](mailto:leilyn.perri@highmarkhealth.org)

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