HARRISBURG, Pa., Oct. 15, 2019 – United Concordia Dental is partnering with 100 dentists this year as part of its Toys for Treats[SM] program, which invites children 12 and under to trade in Halloween candy for gift cards and toothbrushes.

Everyone wants trick-or-treaters to have fun, but overloading on candy can negatively impact growing bodies and developing teeth. Research shows that American kids will consume about three cups of sugar on Halloween, more than 27 times the recommended amount. United Concordia hopes Toys for Treats can help reduce the impact.

" Kids and adults love Halloween, but the health effects of too much sugar are a serious matter. We're rewarding kids who make healthy choices. "

"We've received great feedback from dentists and parents about this program," says United Concordia's James Shade, senior vice president, Professional Affairs and Dental Network Operations. "Kids and adults love Halloween, but the health effects of too much sugar are a serious matter. We're rewarding kids who make healthy choices." This is the fourth consecutive year United Concordia has sponsored the program.

Participating dentists will each receive 20 Amazon gift cards worth $10 each. They will be used to reward patients who turn in approximately one pound of Halloween candy.

Dentists who participate also will receive a Toys for Treats flyer and signage to display in their offices during the Halloween season.

"Toys for Treats is a great way to reward children for continuing to keep good oral health," says Michael Kovaleski, DMD, Camp Hill, Pa. "Our office has been very happy to be part of this program."

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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