

CAMP HILL, Pa. (Oct. 18, 2023) – Halloween doesn't have to be scary for kids' teeth. As part of its nationwide Toys for TreatsSM program, United Concordia Dental and participating dentists are encouraging children to trade their Halloween candy for gift cards and oral hygiene goodies.

"This is the ninth year we're teaming up with network dentists to offer this program that promotes good oral and overall health in children," said James Shade, senior vice president, Dental Network Operations, Services & Solutions, United Concordia Dental. "Halloween is a great opportunity to teach kids about the importance of healthy dental habits, such as brushing properly, visiting the dentist regularly and limiting sugary treats to help prevent tooth decay."

Seventy-five participating dentists will present a \$10 gift card – along with toothbrushes and floss – to the first 15 patients, 12 years of age and under, who turn in approximately one pound of Halloween candy to their offices from now until early November.

United Concordia network dentists who want to learn more about this program can visit <https://www.unitedconcordia.com/business-services/dentists/toys-for-treats> for additional details.

For more information about how to help children learn good dental habits, visit the Oral Health Resources section at [UnitedConcordia.com](https://www.unitedconcordia.com/oral-health-resources).

Contact:

Kristy Cramlet
United Concordia Dental
717-260-7762
kristy.cramlet@ucci.com

Leilyn Perri
Highmark Health
717-302-4243
leilyn.perri@highmarkhealth.org



<https://news.unitedconcordia.com/united-concordia-news-releases?item=122518>