

CAMP HILL, Pa. (Oct. 23, 2024) – Trick or treat? This Halloween, kids can get rewarded for making healthy choices. Through the [Toys for TreatsSM](#) program, United Concordia Dental and participating dentists are teaming up to encourage children to swap sweets for rewards.

As part of this initiative, 100 participating dentists will present a \$10 gift card 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.

“This year marks a decade of partnering with our network dentists to promote healthy habits and good oral hygiene in children through the Toys for Treats program,” said James Shade, senior vice president, Dental Network Operations, Services & Solutions, United Concordia Dental. “Halloween is a perfect time to remind kids – and parents – about the importance of brushing twice a day, visiting the dentist regularly, and limiting sugary treats to help prevent cavities and other oral health problems.”


Interested United Concordia network dentists can find additional details about the program at <https://www.unitedconcordia.com/business-services/dentists/toys-for-treats>.

To learn more about United Concordia, visit [UnitedConcordia.com](https://www.unitedconcordia.com). [Sign up](#) to get the latest company news.

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