Candy swap program promotes kids’ dental health this Halloween

CAMP HILL, Pa. (Oct. 21, 2025) – This Halloween, trick-or-treaters can trade their candy for gift cards with United Concordia Dental and participating network dentists to combat cavities. The Toys for Treats℠ program offers kids a fun way to swap sweets for rewards and learn healthier choices.

The first 15 patients, ages 12 and under, who bring approximately one pound of candy to any of the 100 partnering dental offices nationwide from Halloween through November will receive a $10 gift card.

"We’re grateful for our network dentists who share our commitment to children's oral health and partner with us on Toys for Treats, now in its 11th year," said James Shade, senior vice president, Dental Network Operations, Services & Solutions, United Concordia Dental. "Through this program, we empower children and their families to maintain healthy smiles by learning about the importance of regular brushing, dental visits and smart treat choices for preventing cavities and other 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 fostering healthy dental habits in children, visit theWellness Resources section at UnitedConcordia.com. Sign up to get the latest company news.

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