Registration opens for network dentists to participate in United Concordia Dental's 2026 Toys for Treats program

CAMP HILL, Pa. (July 31, 2026) – United Concordia Dental network dentists are invited to participate in the 2026 Toys for Treats℠ program, which encourages children to trade in Halloween candy for gift cards.

Now in its 12th year, Toys for Treats provides participating dental practices with a fun and engaging way to connect with patients and families, while promoting preventive dental care and positive oral health behaviors in their communities.

How Toys for Treats works

After Halloween, enrolled dentists will provide a $10 gift card to the first 15 patients, ages 12 and under, who bring in approximately 1 pound of candy. United Concordia provides participating practices with the gift cards and promotional flyers to help raise awareness of the program within their offices.

Registration for the 2026 Toys for Treats program is open through Aug. 14, 2026, and participation is limited to the first 100 network dental offices to register.

"Our network dentists play an important role in helping children and parents understand the connection between daily habits and long-term oral health," said James Shade, senior vice president, Dental Network Operations, Services and Solutions, United Concordia Dental. "Halloween provides a unique opportunity to start those conversations, and Toys for Treats turns a seasonal tradition into a teachable moment."

To learn more about the program and register, visit: https://www.unitedconcordia.com/business-services/dentists/toys-for-treats

For more information about United Concordia, visit UnitedConcordia.com, or sign up to get the latest company news.

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

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

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