



FROM THE DESK OF DR. CHRIS KAMMER



Hello BuyBack Supporters,

Halloween is quickly approaching and I want to make sure you all take advantage of all of the media (TV, radio, newspapers, internet) that want to promote your BuyBack event. Don't be shy about putting this event in front of their faces. They will thank you later because...

This is the best Halloween story out there!!

We have samples of previous press releases on our old newsletters on our website. You can use those but your media outlet may only post it on their webpage somewhere 20 pages deep inside it. Well

that can be OK if you put the link on your Facebook and have your entire staff do the same. It will definitely add some credibility to your event! However I want you to get the **big media exposure** that you and this event deserve!! It starts like this:

1. Call your local TV station.
2. Ask to speak with the segment producer of the news show you want to be on.
3. Introduce yourself and let them know you are a dentist in town and you are buying back kids' Halloween candy for \$1/lb. then sending the treats and children's letters of support to the troops via Operation Gratitude.
4. Tell them that this fun charitable event has been featured on ABC World News Tonight and NBC's Today Show, and many other national programs.

5. Ask for permission to email them a video link that captures the essence of the event:

<http://abcnews.go.com/WN/person-week-dentist-chris-kammer-turned-worst-nightmare/story?id=12006106>

6. Tell them that your office has come up with some fun and entertaining local angles for this story. Then describe some of the fun features of your event!

7. If you need to show them how much fun the local segments can be here are 10 minutes of local clips (the second one is the best!!) So show them one of these:

<http://www.youtube.com/watch?v=HJ3vsKY1OWo>

Now Go Get Your Buyback on TV!!

C'mon you can do this!! Just follow the above steps. I really believe that it's in the TV station's best interest to feature your office because the Buyback is a service to their viewing audience. If you can help them see the possibilities for a great story they will have to say "Yes we'd like to do this story!"

I just wrote an article that includes, among other things, the mention of the millions of dollars in publicity that this event is generating every year for dental offices all over the country. The media is a copycat business! They don't want to be left out if this has been a big story everywhere else. They tend to follow the lead of the national media and then they localize it. That is exactly how it should work in your town. Send the media this whole article as well if you like:

<http://www.dentalcompare.com/Featured-Articles/123115-Dental-Teams-Own-Halloween-With-the-Candy-Buyback/>

100 Brushes per Office and More!

I was very excited to receive a phone call from Alex at the office of Dr. Karen Gonzalez in Bowie, Maryland and they will be sending not only brushes, but also floss and tooth paste for 100 of our troops to Operation Gratitude! Now that is what I'm talking about!! Offices are fully getting into the spirit of this event. As you may know, our goal is to have every office that is offering the Buyback to additionally send in a minimum of 100 toothbrushes. If that happens we will have reached our goal of 100,000 brushes and then every care package that goes to the troops will have a new toothbrush in it thanks to the Halloween Candy Buyback offices!!! By the way you can send your tooth brushes and other needed donations right along with your candy to Operation Gratitude. Find important shipping information here: [Operation Gratitude Shipping Info](#)

And this just in!!

Rose Gabriele from the office of Stephen Carosello, DDS in Mentor, OH tells me that this is their third year sponsoring the Halloween Candy Buyback Program AND they will be donating 250 (each) of toothbrushes, floss and toothpaste to Operation Gratitude. Hooray!!! Keep these tooth brushes and oral care products rolling in folks!!

There is Still Time To Order the Official 2012 BuyBack Brush

I'm pleased to announce a wonderful new company this year to use for the brushes you will be handing out at your

tess
ORAL HEALTH

39¢
Each!
Adult & Child
Sizes

Personalize
the back of
the handle for
just 4¢ more!

**It's not too
late for
Halloween
delivery.
Order today!**

Visit www.tessoralhealth.com or call 1-800-762-1765 to order!

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Like Facebook

Buyback. Tess Oral Health has come on board with their Halloween themed brushes that make for the perfect gift to handout to the kids who visit your office for your BuyBack and to hand out to Trick-or-Treaters at your home. They are offering a fabulous deal on these fun brushes for just 39-cents each!
Order Them Now!



They ship same day from Wisconsin by UPS.
Use promo code OPERATIONGRATITUDE2012 to save 5% and order your brushes at this link:
<http://tessoralhealth.com/products/2800-halloween2>

And Get Your Xylitol Now Too!!

More delicious xylitol candy from ! Each bag contains 30 individual packets specially-priced at \$4.50/ bag.

Call 1-877-599-5327 to place your order. For more information, visit: <http://www.xlear.com/sparx.aspx>

Place your order for [Dr. John's Sugar Free Candies](#) and **save 25% on up to 25 pounds**. HCBB participants only can use the fax order form as well as the new coupon code **HCBB**.



Buy Back Participants Save 25% on up to 25 pounds.



Xylitol Assorted Fruit Lollipops
 5 lb. bags: *Oval \$33.71 * Teeth \$37.13 per bag, + shipping.

Like last year, these offices will need to order **ONLY** the 25 maximum Xylitol Assorted Fruit or Xylitol Assorted Fruit

Tooth Lollipops -- **we ask that no other products be ordered on the same order**. The discount code **HCBB** will need to be used in order to qualify for the 25% discount.

To take advantage of this offer, please print out [Dr. John's Order Form](#) and fax it to: 616-554-9313. Offer expires on 11/1/12.

Breaking News!!!

I just got off the phone with a writer for Time Magazine. They will include the Halloween Candy BuyBack in a list of healthy Halloween options. I'll post the link on our Facebook page on Monday. Share that link with your local media and all of your patients!

And finally this -- please let me know your success stories! How many brushes will you be sending? What amazing experiences have come up for your office as a result of this event? Please share!!! Write me any time at drchris@thesmileexperts.com

Above all.....have fun with this!!

For everyone at Operation Gratitude and me, we thank you for your support!