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Welcome to the
2008 Halloween
Candy Buy Back!

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In Other News

Dental Economics to
print story on
Halloween Candy
Buy Back!

From the desk of Dr. Chris Kammer

Hello dental friends,

Summer is pretty much over and it is now time to start preparing for this year's big event! The Halloween Candy Buy Back will once again surely be a huge public relations boost for your practice. Soon Halloween will be owned by all of the dental offices across the country that get involved with this promotion. We are excited to report that this year **Dental Economics** is going to print an article I wrote for their October issue. Hopefully it will increase this year's participation. Check it out online (w/o pictures) at http://downloads.pennnet.com/web_dl/1181.doc



Also if you need even more awesome reasons to get involved then you'll want to listen to last year's 50 minute teleseminar which is online here <http://www.dentalproshop.com/halloween/Hteleseminar.html>

Monthly magazines need to know about your event now!!

Don't worry about TV, radio and daily or weekly print media right now. We have plenty of time to alert them. But do get in touch with your local monthly magazines right now. Use the copy in my press release below. Customize it to make it all about you. In other words don't leave anything in your press release about me. You have my permission to take all these ideas and use them locally and personalize them to become the most talked about dental practice ever. Once you've customized your press release, call the magazine and find out who should be receiving this "wonderful human interest Halloween story (press release) that your readers will thank you for".

Remember always talk about how this story will serve their readers. They are more interested in that than in making you a star. Once you find out the magazine's contact person for this story then you must create a relationship with that person.

Getting stories like this is not about sending a great press release. It is all about creating a relationship with the person who is responsible for this story. That means you must continually follow-up but not pester the writer. I can tell you that it is never enough to only send the press release and wait for something to happen. Nothing will happen!! You must make the call and be as helpful as possible to the writer. Make sure they received the press release. It is common to hear from them that they never received your press release (they get hundreds don't forget) so you will have to send it again. Don't be put off by that. Once they've received it ask them if this a story that their readers might be interested in? (of course it is!) Here's the press release for you to use any way you see fit:

Sample Press Release

CASH FOR CANDY

Local Dentist Takes a Stand Against Sweets this Halloween

MADISON , WI

One area dentist is redefining the phrase “put your money where your mouth is.” This Halloween, trick-or-treaters can bring their excess candy to Center for Cosmetic Dentistry in Middleton and receive \$1 per pound. Dr. Chris Kammer is leading this anti-decay movement by giving away dollars and glowing electric toothbrushes in exchange for cavity-provoking candy.

“Ditch the candy, that’s what we’re saying. Visiting your dentist twice a year and brushing daily are great preventative measures, but doing away with excess sweets altogether would really give your teeth a healthy boost,” says Dr. Chris Kammer from Center for Cosmetic Dentistry. “Kids can still have all of the fun of trick-or-treating, and now their piggy banks will benefit as well. Plus, these glowing brushes we're giving out are really cool—they’re like light sabers for your mouth.”

Global sugar consumption for kids increases by about 2% annually and currently sits at 50 million tons per year, which means parents need to be sure their kids teeth are being cared for more than ever. Candy, as well as hurting children’s teeth, can lead to hyperactivity and weight gain. In some cases, the wrong types of candy can also lead to broken teeth and damaged braces.

Candy will be collected at Center for Cosmetic Dentistry the day after Halloween only from 3:30 to 5:00 p.m. The candy must be unopened. Please no bites. It will then be shipped to troops overseas.

Dr. Chris Kammer is one of five dentists at Center for Cosmetic Dentistry in Middleton, which emphasizes general family dental care as well as cosmetic procedures. Dr. Kammer is available to provide

more information at 608-827-6453, or visit Center for Cosmetic Dentistry on-line at www.thesmileexperts.com

In the Next Issue

Ok, that's enough for now. Next issue we'll talk about the best deal on those flashing tooth brush "light sabers" that you'll want to give away with the cash. I'll be sending out a newsletter each week until just after Halloween and I'm numbering them so you can make sure you have all of the information.

Until then, let your dental soul shine!

Thank you one and all,

Chris

PS Please remember to share all of your great ideas with me so we can all put on the best Halloween Candy buy Back possible! Please share this newsletter and event with your colleagues. They can register at <http://www.dentalproshop.com/halloween> and they'll receive all the newsletters and updates too.

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