


[Newsletter #1](#)
[Newsletter #2](#)
[Newsletter #3](#)
[Newsletter #4](#)


Welcome to the
2008 Halloween
Candy Buy Back!

In This Issue

Recent media coverage

Dr. Marcus-10,000 lbs?

make sure you
are listed in the national
database!

Contact info for us, for
shipping candy & for
Firefly toothbrushes

From the desk of Dr. Chris Kammer

Hello Dental Friends,

It's mid October and the Halloween
Candy Buy Back is only two weeks
away! It is my hope that you've all
been able to get some press for
this wonderful community event.



Yesterday we had an article in the Wisconsin State Journal about
us! You can read the article [online here](#). To buy this much
advertising space in the Sunday paper would have cost us over
\$800 so we're very happy to receive the free press.

Dental Economics recently published a great write up on the Candy
Buy Back as well. [You can read it here](#).

Some other recent articles that have come to our attention are

[http://www.mansfieldnewsjournal.com/apps/pbcs.dll/article?AID=
/20081015/LIFESTYLE/810150335](http://www.mansfieldnewsjournal.com/apps/pbcs.dll/article?AID=/20081015/LIFESTYLE/810150335)

[http://www.app.com/article/20081010/GETPUBLISHED
/810100424/1028/OPINION](http://www.app.com/article/20081010/GETPUBLISHED/810100424/1028/OPINION)

[http://www.ajc.com/holiday/content/atlanta-holiday-guide/stories
/2008/10/16/halloween_candy_buyback.html](http://www.ajc.com/holiday/content/atlanta-holiday-guide/stories/2008/10/16/halloween_candy_buyback.html)

[www.dentalproductsreport.com/articles
/show/dpr1008_news_halloween-candy](http://www.dentalproductsreport.com/articles/show/dpr1008_news_halloween-candy)

There is also an informative Halloween Candy Buy Back Audio
Conference Available here [halloween/Hteleseminar.html](#) and a
video of some news coverage we received last year here
[halloween/Halloween.wmv](#). The TV news teams came out both
before and after our event last year. Invite your local media to
view this video to get an idea of what they could do. Don't wait for
media to contact you. Don't wait until tomorrow, get them on
board today! I can't stress this enough. Having your event
featured on the evening news will generate more interest than you
could imagine and help your practice become a household name!

For updated info register here:

www.dentalproshop.com/halloween

Dr. Stephen Markus to collect 10,000 pounds!?!

In a telephone conversation with Dr. Stephen Markus today he told me the secret to how he collected 5600 pounds last year. He encourages all the schools in his area to circulate fliers promoting his candy buy back. This year he expects to collect over 10,000 pounds!

How does he afford to pay a dollar a pound for 5600 pounds worth of candy? He doesn't. Dr. Markus encouraged a local Radio Shack to donate an mp3 player then he raffles that off to donators instead of giving money. It obviously hasn't hurt his collection at all. Check out Dr. Markus' Halloween Candy Buy Back webpage at www.candyphilly.com

Contact Information

There has been some confusion over why some people register for the newsletter but are not listed on the website. These are two different lists. Many people who register to receive the newsletter are not dental offices who are involved in the event. It is therefore necessary to ask that you submit your request to be listed separately from your registration.

Make sure you are listed on the [National Halloween Candy Buy Back page](#). If you are not listed please email your company address and contact information to Scott at scott@thesmileexperts.com in order to be listed. I will promote this page on national news so be sure you are on there!

Order toothbrushes now!!! DR. Fresh is offering a BUY ONE GET ONE FREE promotion on the 3-case pack (144 pieces @ \$1.25 apiece), which is normally \$180.00 plus shipping. With this promotion, you will receive 288 toothbrushes for less than \$0.63 apiece! To take advantage of this special, limited-time promotion, **orders must be placed through the customer service phone number,**

1-866-373-7371

This offer is not available to on-line shoppers. Be sure to mention that the toothbrushes are for the Halloween Candy Buy Back program!

Ship your candy to Operation Gratitude! Operation Gratitude (www.opgratitude.com) is a non-profit organization that sends gift packages to our troops in Iraq. They request Halloween Candy to include in holiday gift boxes they send in December. They accept donations from October 1 to December 15, and their address is:

**Operation Gratitude/California Army National Guard
17330 Victory Boulevard
Van Nuys, California 91406
ATTN: Charlie Othold: 818.437.6201**

Until the next issue, 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 www.dentalproshop.com/halloween and they'll receive all the newsletters and updates too.

Dr. Chris Kammer
Center for Cosmetic Dentistry
2275 Deming Way Suite 180
Middleton , WI 53562
608-827-6453 (82-SMILE)