

# Halloween Candy Buy Back 2009

## Newsletter #3

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### **In This Issue**

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Letter from Dr. Chris

Contact Information

In the Next Issue

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### **Our Sponsors**

### **From the desk of Dr. Chris Kammer**

Hello dental friends,

Welcome to the 2009 Halloween Candy Buy Back! It's October and that means it's time to start concentrating on press for this year's big event. Plan to participate in a one-hour public relations teleseminar next Thursday at 6:30 pm central time. We'll discuss promoting your event with Jess Todtfeld from [www.dentalmediapower.com](http://www.dentalmediapower.com). We'll also hear from some of the regulars on our Facebook page [www.facebook.com/candybuyback](http://www.facebook.com/candybuyback) on what they are doing to promote their events locally. Carolyn Blashek from [www.opgratitude.com](http://www.opgratitude.com) will tell us more about her organization and she'll let us all know what happens to the many tons of candy we send her. Early next week I'll send an email with call-in details and the address of a website where you can listen online.



Our movement is now 1200 dentists strong! I'm amazed that we've gone from a few visionary pioneers prior to 2007, to 300 offices in 2007, to 500 offices in 2008, and now we're up to 1200. Dentists will own this holiday soon! If you know who some of those early pioneers who were running this program prior to 2007 please let me know by replying to this email, I would like to contact them.

We are very excited to announce that the new website is up! There will be some changes in the near future that I wanted you to be aware of. At this point the URL [www.halloweencandybuyback.com](http://www.halloweencandybuyback.com) and all of its content is available to the general public, however, in the near future the "dentist" portion of the site--the part about how to run the program--will be password protected. This will allow us to keep the public site--the site for users to find a participating dentist--separate from the dentist site. It will also allow registered offices to edit their own listings, which has become a full time job now that we have 1200 listings to manage.

When a **new office** registers a password will be sent to the email address used in the registration form.

**Previously registered offices** will need to obtain a password by going to [www.mylocaldentist.com/admin](http://www.mylocaldentist.com/admin) and using the forgot password option. A screen will come up asking you what email address you are registered



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under then you will select "Send Password". The password will then be sent to that email address. You will then be able to use this password to edit your listing.

By the end of next week you will need to have a password to access the dentist version of the website so please obtain one soon.

The [www.halloweencandybuyback.com](http://www.halloweencandybuyback.com) URL will soon be all over the national news! Readers/viewers of the news about us will be directed to go to the website and enter their zip code to find a participating dentist in their area so make sure your listing is correct!

**Send out press releases now!**

**Order thoothbrushes now!**

**Important contact information:**

**Make sure you are listed on the National Halloween Candy Buy Back page [www.halloweencandybuyback.com](http://www.halloweencandybuyback.com).** If you are not listed please register. If you've registered and you need to change your listing please read instructions above. This page will be promoted in the national news so be sure you are on there!

**Order toothbrushes now!!!** DR. Fresh is offering a BUY ONE GET ONE FREE deal for offices participating in the Candy Buy Back so be sure to take advantage of this limited time offer. See <http://drfresh.com/candybuyback/> for more on this great deal. 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](http://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**

here are some other items Operation Gratitude would be happy to forward to our troops:

Beanie Babies or other small stuffed animals  
Small packages beef jerky  
Single serving boxes of cold cereal  
Individual packets of hot cereal  
Hand-knit/crochet scarves and hats

Computer flash drives  
Lip balm, toothpaste, toothbrushes and roll-on deodorant  
Personal letters of appreciation

## **In the Next Issue**

Ok, that's enough for now. In the next email I'll cover more details about the upcoming teleseminar and offer you a samples of a sweet candy alternative to offer the kids.

Until then, let your dental soul shine!

Thank you one and all,

Chris

PS Please remember to share all of your great ideas with us on Facebook 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.HalloweenCandyBuyBack.com](http://www.HalloweenCandyBuyBack.com) and they will receive all the newsletters and updates too.

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