

FOR IMMEDIATE RELEASE

CONTACT:

Phone:

Email:

HALLOWEEN CANDY BUYBACK 2014

Local Dentist Takes a Stand Against Sweets on the Street this Halloween!

---Earn cash for you candy and support the troops!

One area dentist is redefining the phrase “put your money where your mouth is.” This Halloween, trick-or-treaters can bring in their excess candy to _____ and receive _____. Dr. _____ and his/her staff have joined the movement to reduce gingivitis and decay by giving away _____ 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 measure, but doing away with excess sweets altogether would really give your teeth a healthy boost,” says founder, Dr. Chris Kammer of Lifetime Family Dentistry in Middleton, WI. “Kids can still have all of the fun of trick-or-treating and now their piggy banks will benefit as well.”

While our children’s healthy mouths are vastly important, the second leg of the candy’s journey will surely bring joy to your heart. Once collected, the candy is then shipped to Operation Gratitude in Van Nuys, CA where it is then sent in care packages to deployed troops. Not only do the packages provide a reminder of our love for the troops, they serve as a form of bargaining chip with the local children who have acquired a sweet tooth for American candy. We’re always hearing testimonials from troops about how they gave candy to some children who in return, disclosed the location of insurgents, IEDs and so on.

Candy will be collected at _____ on _____ from _____. Each child is eligible to receive _____ for all unopened, uneaten candy.

Dr. _____ has been working hard to raise public awareness of the buyback's efforts as well as the benefits of healthy eating and great dental hygiene. Please visit _____ or call _____ for more information regarding the local buyback.