



For Immediate Release

Maryland Dental Society & Maryland State Dental Association Plan "Project Healthy Halloween" Initiative

Dentists around the state to give thousands of toothbrushes to school-aged trick-or-treaters!

Baltimore, Maryland (October 1, 2008). Maryland Dental Society & Maryland State Dental Association plan "Project Healthy Halloween" in an effort to get toothbrushes into the hands and onto the teeth of school-aged trick-or-treaters. Toothbrushes will be given out at elementary schools in all three corners of the state during the month of October in "Project Healthy Halloween" initiative. Dentists from the Maryland Dental Society (MDS) and Maryland State Dental Association (MSDA) will distribute thousands of toothbrushes to elementary school throughout the state in anticipation of Halloween. The toothbrushes have been made available to the organizations compliments of The Maryland Children's Oral Health Institute. The month long campaign is just another effort by the dedicated Maryland dentists to educate families about the importance of maintaining good oral health.

Dr. Marc Nuger, President of the MSDA and Dr. Kenny Hooper, President of the MDS both agree that oral health professionals in Maryland should take advantage of opportunities like Halloween to educate children and families about proper oral health care and good diet choices. The toothbrushes will be sent to dentists in Oakland, Cumberland, Hagerstown, Frederick, Baltimore, Annapolis, Mechanicsville and Salisbury to be distributed in elementary schools in these areas of the state.

Children will consume mammoth amounts of confectionaries during the Halloween celebration. The goal of this effort by Maryland dentists is to take advantage of the captive Halloween audience in school. Receiving a toothbrush from the teacher will help to remind the school-aged trick-or-treaters to brush after consuming a potentially cavity causing, 24 hour diet of candy treats. Dr. Winifred J. Booker, Immediate Past President of the MDS and CEO & Director of Development of The Maryland Children's Oral Health Institute said, "by distributing thousands of toothbrushes via the classroom, teachers can reinforce the importance of limiting sticky, sweet treats and address the consequences of not brushing after meals."

The "Project Healthy Halloween" initiative will afford thousands of Colgate and Sunstar toothbrushes to children in Maryland. FedEx Ground will deliver the brushes to dentists and schools throughout the state. The precious freight will also contain activity sheets about dental care and healthy diets to help teachers to emphasize oral health education in the classroom. The educational material will support the efforts of the health professional community by reinforcing these invaluable dental health care lessons.

For more information visit our websites: Maryland Dental Society, www.themds.org; Maryland State Dental Association, www.msda.com; The Maryland Children's Oral Health Institute, www.mycohi.org.

Prevention that Empowers!