



FOR IMMEDIATE RELEASE

Lessons in a Lunch Box Connects Big in Wilkes-Barre School District

Strategic plan to reach all of the elementary schools accomplished by volunteers.

Wilkes-Barre, Pennsylvania (**February 1, 2018**). The oral health education program, known as *Lessons in a Lunch Box: Healthy Teeth Essentials & Facts About Snack®* connected big in all of the elementary schools in Wilkes-Barre, Pennsylvania today. The connection was made possible due to the commitment of the Benco Family Foundation. Executive Director, Rebecca Binder coordinated efforts with Dr. Rochelle Koury, Director of Administrative & Student Services for the Wilkes-Barre School District. The strategic plan to reach these schools was welcomed by the principals and the mission was accomplished by dedicated volunteers.

The vision of Binder to orchestrate consecutive *Lessons in a Lunch Box* presentations for an entire school district galvanized volunteers. The Benco Family Foundation was joined by Benco Dental including Managing Director, Chuck Cohen, and many company associates. The University of Pennsylvania, School of Dental Medicine student dentists, Wilkes University pre-dental students, and The Children's Oral Health Institute all volunteered in this foremost undertaking to provide the health education program for these youth.

Volunteers traveled to five schools, including, David W. Kisler, Boyd Dobson, Heights Martin Murray, Solomon-Plains, and finally Daniel J. Flood. All hands were on deck presenting content about proper flossing and brushing, eating healthy, and careers in dentistry to the thousand plus thrilled students.

Information was delivered via the *Lessons in a Lunch Box* program using a nifty orange lunch box, and dental carrot case, both designed to routinely reinforce the imprinted health facts. A toothbrush, toothpaste, and dental floss stored inside of the carrot case to compliment the lunch box was provided to every child.

For more information or to locate the 2018 *Lessons in a Lunch Box* Schedule of Presentations, visit The Children's Oral Health Institute at <https://www.mycuhi.org>. Visit <https://www.benco.com/aboutus/benco-family-foundation> to learn more about the Benco Family Foundation.



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