

FOR IMMEDIATE RELEASE

CASH FOR CANDY

Local Dentist Takes a Stand Against Sweets this Halloween

MADISON, WI – What’s a ghost’s favorite candy? BOO-ble gum!

One area dentist is redefining the phrase “put your money where your mouth is.” This Halloween, trick-or-treaters can bring their excess candy to Center for Cosmetic Dentistry in Middleton and receive \$1 per pound. Dr. Chris Kammer is leading this anti-decay movement by giving away dollars and electric glowing toothbrushes 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 measures, but doing away with excess sweets altogether would really give your teeth a healthy boost,” says Dr. Chris Kammer from Center for Cosmetic Dentistry. “Kids can still have all of the fun of trick-or-treating, and now their piggy banks will benefit as well. Plus, these glowing brushes we’re giving out are really cool—they’re like light sabers for your mouth.”

Global sugar consumption for kids increases by about 2% annually and currently sits at 50 million tons per year, which means parents need to be sure their kids teeth are being cared for more than ever. Candy, as well as hurting children’s teeth, can lead to hyperactivity and weight gain. In some cases, the wrong types of candy can also lead to broken teeth and damaged braces.

Candy will be collected at Center for Cosmetic Dentistry the day after Halloween only from 11:00 to 2:00 p.m. The candy must be unopened. Please no bites. It will then be shipped to troops overseas.

Dr. Chris Kammer is one of five dentists at Center for Cosmetic Dentistry in Middleton, which emphasizes general family dental care as well as cosmetic procedures. Dr. Kammer is available to provide more information at 608-827-6453, or visit Center for Cosmetic Dentistry on-line at www.thesmileexperts.com