

FOR IMMEDIATE RELEASE

Hillcrest Dental Care, Inc.
788 South Street
Pittsfield, MA 01201

Hillcrest Dental Care Fund Drive Reaches Goal

PITTSFIELD, Mass. Feb. 3, 2010- Hillcrest Dental Care, a division of Hillcrest Educational Centers, has successfully reached its fundraising goal of \$130,000 to construct and equip two new treatment operatories. Construction by David J. Tierney, Jr. Incorporated is underway and should be completed by mid-February.

Through community support and private donations received in the successful fund campaign, Hillcrest will enable to meet the growing need for oral health services. This expansion allows Hillcrest Dental to take on 2,000 additional patients and will create four new full time jobs, including two dentists.

Hillcrest President Gerard Burke said, "We are deeply grateful to all of those who supported us in this effort. The generous gifts we have received, and the incredible dedication and energy of our campaign volunteers, are especially meaningful given the difficult economic climate we all face."

A \$25,000 donation from Berkshire Life Insurance Company of America helped push the campaign to its goal. Berkshire Life President Gordon Dinsmore said, "Supporting the work of Hillcrest Dental Care goes hand-in-hand with our own mission as a provider of disability and long term care insurance. It made abundant sense to us to partner with Hillcrest in order to make these critical services available to those in Berkshire County who need them the most."

Burke said, "A special thanks to our generous lead donor, Berkshire Life. This fundraising effort shows people believe in the work we do at Hillcrest Dental. We are pleased to be able to ensure quality and accessible oral healthcare for the most vulnerable members of our community."

Other significant support to help complete the campaign was provided by: Crescent Creamery; Smith Watson and Company; Lee Bank; and South Adams Savings Bank.

Hillcrest Dental Care is the exclusive or primary provider to Soldier On, Berkshire County Arc, Riverbrook Residence for Women, Berkshire Meadows, Hillcrest, Kolburne and Eagleton schools, as well as numerous long-term care and assisted-living facilities. Nearly 2,000 of their patients are children under the age of 16.

About Hillcrest Dental Care

Hillcrest Dental Care is a comprehensive general, family dentistry practice providing preventative dentistry and compassionate, quality dental treatment to meet each patient's individual needs, in a caring environment. Hillcrest Dental Care was founded in 1985 to provide quality oral healthcare to the children of Hillcrest Educational Centers for whom access to oral healthcare was a major challenge, because of their special needs. Since its establishment, Hillcrest Dental Care has steadily expanded, opening its doors to anyone in search of top-quality oral healthcare and accepts all insurances. The practice has two locations. The first has eight treatment rooms, state-of-the-art equipment and is located at 788 South Street, Pittsfield, MA 01201. In 2013, a second location was opened in North Adams, MA at 77 Hospital Drive, Suite 102 with four treatment rooms. More information is available at www.hillcrestdentalcare.org. Visit our Facebook page under Hillcrest Dental Care.

About Hillcrest Educational Centers

A top Berkshire County employer Hillcrest Educational Centers is a private not-for-profit organization, providing therapeutic treatment and special education to children and adolescents with unique psychological and learning needs, in Berkshire County, Massachusetts and the Northeast. Campuses include a day student academy and three residential schools. They are also a resource for a broad range of psychological services, counseling and evaluations for individuals, families and schools in Berkshire County through Hillcrest Community Support Services. Hillcrest also operates Hillcrest Dental Care, Inc., a complete general family dentistry practice. Hillcrest Dental Care is the largest provider in Western Massachusetts of oral healthcare services to MassHealth recipients and special needs patients. In 2010, Hillcrest formalized an affiliation with Berkshire County Kids' Place and Violence Prevention Center, Inc., a fully accredited Children's Advocacy Center for child abuse victims and their non-offending family members. Visit our Facebook, YouTube and LinkedIn pages under Hillcrest Educational Centers.

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