

FOR IMMEDIATE RELEASE

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

Hillcrest Dental Care Recognizes National Children's Health Month With Visits to Local Schools

PITTSFIELD, Mass. Feb. 14, 2011- February is National Children's Dental Health Month and Hillcrest Dental Care is taking part in this month-long observance by visiting students in several elementary schools in Berkshire County. Registered dental hygienists from Hillcrest Dental Care are volunteering their time to visit with local students to talk with them about good oral hygiene and nutrition.

Hillcrest Dental Operations Director Tricia Chadbourne said, "February gives Hillcrest Dental a wonderful opportunity to get out in the community to talk to kids. The kids have so much fun, they don't realize they are learning about good oral hygiene habits."

According to the May 2000 Surgeon General's report, Oral Health in America, more than 51 million school hours are lost each year to dental-related conditions.

"What and when children eat may affect not only their general health but also their oral health. Children's teeth are meant to last a lifetime, and a healthy smile is important to a child's self-esteem. With proper care, a balanced diet and regular dental visits, their teeth can remain healthy and strong," said Chadbourne.

The hygienists that are visiting the schools and meeting with pre-school through 3rd grade classrooms and focusing on teaching children that they are partners with them in caring for their teeth and teaching the children the importance of healthy snacks and good habits that equal happy smiles. The Hillcrest Dental Care team message to the children and their parents is that cavities can be avoided with a balanced diet, healthy snacks, brushing and flossing each day and regular dental check-ups are also a key to a lifetime of healthy teeth and gums. This is an important message as of the 4 million children born each year, more than half will have cavities by the time they reach 2nd grade, according to the American Academy of Pediatric Dentistry.

Schools that have been or will be visited are the childcare program at Berkshire Community College, the Teen Parent Program in Pittsfield, Kittredge Elementary School in Hinsdale, Silvio Conte Elementary and Egremont Elementary in Pittsfield along with Lee Elementary School and Craneville Elementary in Dalton.

- February 4 - Berkshire Community College and Teen Parent Program
- February 7 - Kittredge Elementary School

- February 8 - Silvio Conte Community School
- February 10 - Silvio Conte Community School
- February 11 - Silvio Conte Community School
- February 17 - Lee Elementary School; 9:30 am - 11:00 am
- February 18 - Craneville Elementary School; 8:30 am - 12:00 am
- February 28 - Egremont Elementary School; 8:30 am - 11:30 am
- March 4 - Egremont Elementary School; 8:30 am - 11:30 am

Chadbourne said, "Our feedback from the schools and parents is that the program has a positive impact, and we believe it's the best way to celebrate National Children's Dental Health Month.

Children also receive gift bags with toothbrushes, toothpaste and other items, courtesy of Hillcrest Dental Care.

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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