

## **FOR IMMEDIATE RELEASE**

Hillcrest Educational Centers, Inc.  
788 South Street  
Pittsfield, MA 01201

### **Hillcrest Dental Care Recognizes National Children's Health Month with Visits to Local Schools**

PITTSFIELD, Mass. March 1, 2012- February was National Children's Dental Health Month and Hillcrest Dental Care took part in this month-long observance by visiting students in several elementary schools in Berkshire County with support from a \$2,500 donation from Greylock Federal Credit Union. Registered dental hygienists from Hillcrest Dental Care volunteered their time for the second consecutive year, to visit with local students to talk with them about good oral hygiene and nutrition.

Hillcrest Dental Operations Director Tricia Hunt said, "This is one of my favorite programs because the children respond so positively and truly enjoy the sessions. It's fun for us as well. Our team personally gets as much from this outreach as the kids do learning about healthy oral hygiene habits".

According to the May 2000 Surgeon General's report, Oral Health in America, dental caries (tooth decay) is the single most common chronic childhood disease - 5 times more common than asthma and 7 times more common than hay fever. And 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.

"When problems in the mouth go unnoticed or untreated, they can spread to other places in the body. That's why preventative care is so important for children at this stage in their growth," said Hunt.

The hygienists visit the schools and meet with pre-school through 4th grade classrooms and focus on teaching children that they are partners with them in caring for their teeth. Children learn how cavities can be avoided with a balanced diet, healthy snacks, brushing and flossing each day. Regular dental check-ups are also a key to a lifetime of healthy teeth and gums.

Schools that have been or will be visited in March are Sterns Elementary School, Robert T. Capeless Elementary School, Egremont Elementary, Allendale Elementary School all in Pittsfield; Craneville Elementary in Dalton; North Adams Elementary School; and Lee Elementary School. In all, over 1,000 students have been part of this program.

## **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](http://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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### **Media Contact:**

Hillcrest Educational Centers, Inc.

Katrina Cardillo

Director of Communications

413-499-7924 ext. 114

[kcardillo@hillcrestec.org](mailto:kcardillo@hillcrestec.org)