

FOR IMMEDIATE RELEASE

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

Hillcrest Dental Care Visits Local Schools for National Children's Health Month

PITTSFIELD, Mass. July 17, 2014—Hillcrest Dental Care took part in National Children's Dental Health Month by visiting students in several elementary schools in Berkshire County with support from an \$8500 donation from Greylock Federal Credit Union & TD Charitable Foundation. Registered dental hygienists from Hillcrest Dental Care volunteered their time for the third consecutive year, to visit with local students to talk with them about good oral hygiene and nutrition.

According to the CDC, although there have been notable declines in tooth decay among children and adults over the past three decades, tooth decay remains the most common chronic disease of children aged 6 to 11 years (25%) and of adolescents aged 12 to 19 years (59%). Tooth decay is four times more common than asthma among adolescents aged 14 to 17 years (15%).

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, and brushing and flossing each day. Regular dental check-ups are also a key to a lifetime of healthy teeth and gums.

Schools and Day Care facilities visited:

The Tot Spot
Craneville Elementary School
Morris Elementary School
Berkshire Christian School
Lee Elementary School
St. Stans Private School
Kiddyland Child Care Center
C.T. Plunkett Elementary School
Hancock School
Greylock Elementary School
Northern Berkshire YMCA
Child Care of the Berkshires

Hillcrest Dental Operations Director Tricia Hunt said, "The good news is that tooth decay and other oral diseases that can affect children are preventable. With the continued support from Greylock Federal Credit Union and TD Charitable Foundation, National Children's Oral Health Month provides the ideal time to reach out to our community and

provide education and materials on the importance of good oral health. We look forward to continuing to do this year after year".

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.

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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