



THE GIFT OF GOOD TEETH!
-BLUE BACK DENTAL OFFERS FREE YEAR OF DENTISTRY TO NEEDY WEST HARTFORD FAMILY, CALLS FOR NOMINATIONS-

(WEST HARTFORD, CT)- *December 7, 2009*- In this economy, dental insurance has become a luxury, not a standard health benefit. But studies have shown that poor oral hygiene and gum disease can be associated with many serious illnesses, including cardiovascular disease, diabetes, premature births and cancer, among others. For 2010, Blue Back Dental is giving the gift of good oral health by offering a year of free dental services to a needy West Hartford family in its first Gift of Good Teeth Program. Specifically, the full-service, family dental practice in Blue Back Square is calling for nominations from patients, the West Hartford school system and the general public.

“Just because a family is suffering through a difficult time whether it be financial, emotional or physical, their oral health shouldn’t have to be compromised,” said Dr. Edward Molyneaux, partner at Blue Back Dental. “When your teeth are healthy, it helps keep the rest of your body in balance, while boosting your self confidence!”

To nominate a family for Blue Back Dental’s 2010 Gift of Good Teeth Program, the following criteria must be met:

- The family must live in West Hartford
- The family must have some type of financial physical or emotional hardship (ie. job loss, serious illness, etc.)
- A brief essay of 300 words or less must clearly describe the particular hardship that the family is facing
- The nominated family cannot have private dental insurance, but can be eligible for either Husky, Title 19 or other government aid programs
- All essays must include the name, address and contact information of both the nominating party and nominated family
- Essays must be submitted by January 15th 2010 via e-mail to Kirsten@bluebackdental.com, postmarked and mailed to Blue Back Dental at 65 Memorial Road, Suite 400, West Hartford, CT 06107 ATTN Kirsten Capozzi or faxed to 860.233.9304.

“We know that there are many needy families in the West Hartford region and we hope that we can create beautiful smiles for one in 2010 that last for a lifetime,” adds Dr. Molyneaux.

The winning family will be selected and contacted by January 29th, 2010.

Blue Back Dental specializes in preventive, restorative dentistry and cosmetic dental services, employing the latest technology and techniques within the industry. Its team of highly trained dentists and staff is dedicated to providing a professional, yet relaxed, office atmosphere in a gentle, personalized, family manner. For more information on the Gift of Good Teeth Program, visit www.bluebackdental.com or call 860.233.9300.