

FOR IMMEDIATE RELEASE:

Date 10-05-2011

FOR INFORMATION CONTACT:

Dee Ortolano

Cell: (702) 324-4604

Email: daortolano@gmail.com

Local orthodontic office will buy back Halloween candy from kids to cheer up troops overseas & keep kids cavity free!!

Las Vegas, Tuesday November 1st, 2011 –Doctors will be paying \$1 per pound of Halloween candy to local children and then sending the candy along with pictures from the event and letters to cheer up troops overseas via cooperation with the Nellis Air Force Base Airman & Readiness Center.

The Halloween Candy Buy Back event is on Tuesday November 1st from 4:30 to 6:00pm at Chenin Orthodontics, 10730 S. Eastern Avenue in Henderson, NV 89052. Children can bring in their extra candy where it will be weighed on a scale. Children will be paid \$1 per pound and receive a certificate for a Free Frozen Yogurt at Golden Spoon. There is a 5 pound candy buy back limit to make sure everyone has a chance to participate, but there will be special recognition for the children with the most candy turned in. Dental toothbrushes will be distributed as well. The doctors and team will be in costume so children are welcome to wear their costume as well.

Last year there was over **500 pounds** of candy collected-*more than any other buyback program in the state of Nevada*. **Our goal is to collect over 750 pounds this year**. “These days many kids have so much extra candy, and the parents don’t know what to do with it.” said Dr. David Chenin, and partner of Chenin Orthodontics in Henderson. “Now their kids can bring it in for cash, a free yogurt, and a toothbrush . . .and the troops are so happy—it’s a win-win!”

The entire community gets involved. “Many of our dental colleagues have served overseas and enjoy the treats and letters from the kids. The troops also distribute the candy to the children of Iraq and Afghanistan children as a goodwill gesture and they LOVE it,” said Dr. Stephen Chenin.

About Chenin Orthodontics: Chenin Orthodontics was founded in 1978 by Dr. Stephen T. Chenin, DDS, a second-generation dental practitioner and graduate of the USC Orthodontic residency program. Dr. Chenin was joined by his son, Orthodontist David A. Chenin, DDS, MSD, in 2000. Chenin Orthodontics proudly serves patients from across the entire Las Vegas valley. The practice specializes in the Invisalign® System, with Dr. David Chenin having published the first clinical article on Invisalign in the Journal of the American Dental Association and co-authored a text book on the subject. Chenin Orthodontics excels in providing outstanding care by providing some of the most technologically advanced treatment devices in the practice of Orthodontics. Their office is located at 10730 S. Eastern Avenue in Henderson and can be reached via phone at 702-735-1010. They can be found online at www.cheninortho.com.

####