



FOR IMMEDIATE RELEASE
June 10, 2010

FOR MORE INFORMATION
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Massachusetts Dental Society honored with nine communications awards

The Massachusetts Dental Society (MDS), based in Southborough, was recently recognized with a total of nine awards from three separate organizations for publications and communications programs produced during the past year.

One publication, a brochure on the dangers of oral piercing titled *All that Glitters is Not Golden to Your Oral Health*, was honored with three awards. They were presented by the American Society of Association Executives & The Center for Association Leadership, *Healthcare Marketing Report* in its national Healthcare Advertising Awards competition, and the New England Society for Healthcare Communications (NESHCo).

Healthcare Marketing Report and NESHCo also recognized the MDS for its quarterly clinical publication, *The Journal of the Massachusetts Dental Society*.

A television public service announcement on children's oral health, a statewide radio commercial on the importance of dental exams for students starting school, and denture cases produced for a senior citizens' program also received awards from *Healthcare Marketing Report*.

In addition, NESHCo honored the MDS with an award in the category of speech writing for a speech delivered at the State House in February 2009 to announce the launch of its *Call to ACTION* program to improve the oral health of all Massachusetts residents by the year 2013.

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The Massachusetts Dental Society (MDS) is a 5,000-member professional association and statewide constituent of the American Dental Association. Established in 1864, the MDS is an organization dedicated to improving the oral health of the public in the Commonwealth of Massachusetts, and also advancing the professional development of its membership through initiatives in education, advocacy, and promotion of the highest professional standards.