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**FOR IMMEDIATE RELEASE**

### **Local Dentist Office Announces “New Year, New Smile Contest”**

*Lalor Creekside Dental to give away a free dental makeover to a deserving individual*

**Vestal, NY** - Lalor Creekside Dental is celebrating the New Year by inviting members of the community to nominate a friend or relative to win a free, complete dental makeover with its “New Year, New Smile Contest.” Through January, the dental office will be accepting letters of nomination explaining why someone you know should receive a new smile. Using general, cosmetic and even sedation dentistry, Dr. Bob Lalor will offer the winner of this contest any necessary restorative treatment in order to create the smile of their dreams.

Do you know someone who deserves a beautiful smile and has not been to the dentist in years? Good oral hygiene and routine dental visits are sometimes overlooked, especially if you’re afraid of the dentist. Not only will the winner of the “New Year, New Smile Contest” receive a new smile, but he or she will also be able to undergo the entire procedure with little or no memory of the visit. Dr. Bob and his team will offer to complete the makeover using sedation dentistry.

Sedation dentistry is a safe, pain-free and anxiety-free way to receive dental treatment. It is for people who fear dental procedures, fear needles, have very sensitive teeth or have difficulty becoming numb from oral injections. It also provides an opportunity to perform multiple or lengthy dental procedures in a single session.

If you would like to nominate someone who would benefit from cosmetic and/or sedation dentistry for the “New Year, New Smile Contest,” send Lalor Creekside Dental a letter explaining why that person deserves a smile makeover. Letters can be e-mailed to [newsmile@lalorcreeksidedental.com](mailto:newsmile@lalorcreeksidedental.com) or sent to Lalor Creekside Dental, Attn: New Year, New Smile, 2521 Vestal Parkway West, Vestal, NY 13850. The winner will be notified during the first few weeks of February. If you would like more information about sedation dentistry at Lalor Creekside Dental, please call 607-754-2217.

Lalor Creekside Dental is a full-service, state of the art dental practice located in Vestal, NY. In addition to general family dentistry, the practice offers the latest technologies in preventive, restorative and cosmetic dentistry. Using a combination of exceptional dental care and experienced staff, Lalor Creekside Dental partners with its patients to provide the healthiest, most beautiful smiles modern dentistry can offer.

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