

-FOR IMMEDIATE RELEASE-

Media contact:

Marcella Lentini

510-841-1229

Marcellalentini@ecodentistry.org

Eco-Friendly Orthodontist in Maryland Helps Patients Save Nearly 300 Thousand Gallons of Water
Dr. Mary Trahar has helped 200 patients save water by reminding them to turn off the tap when they brush

Annapolis, MD (March 26, 2012) Dr. Mary C. Trahar of Annapolis, Maryland wins the Eco-Dentistry Association's World Water Day Challenge, encouraging patients to turn off the tap while brushing their teeth to save 90 glasses of clean, drinkable water every day. In addition to having the highest number of submissions for the challenge, Dr. Trahar has signed up a cumulative 200 patients for the Eco-Dentistry Association's "Save 90 a Day!" campaign to date. This represents saving an aggregate of roughly 300,000 gallons of clean, drinkable water each year, or enough to fill approximately 15 mid-sized swimming pools.

The Eco-Dentistry Association offered the World Water Day Contest as a challenge for every one of its 700 members to sign up as many patients as possible for the "Save 90 a Day!" campaign, which began in 2010 as a way to educate the public on the water savings achieved by turning off the tap while brushing. Joining the campaign is free, no special equipment is required, and anyone with access to a computer can participate.

In addition to creating the "Save 90 a Day!" campaign, the Eco-Dentistry Association promotes World Water Day as a way to raise awareness on water conservation and remind dental professionals of the powerful role they play in changing patient behavior through education. "By pledging to 'Save 90 a Day!' and encouraging other to do the same, we can create a major positive impact on conserving water, one of Earth's most precious resources and one without which we could not practice modern dentistry," says EDA co-founder Ina Pockrass.

Beyond helping patients reduce their water footprint, Dr. Trahar's office has effectively educated patients on its own eco-friendly initiatives as well as steps that each individual patient can take to live a greener life. The green office has chosen to implement environmentally friendly techniques, procedures and materials in order to reduce waste and pollution, conserve energy and water, and recycle when possible; while promoting individual health and wellness for its patients.

About the EDA

The EDA offers dental professionals' practical tips on incorporating eco-friendly dental methods and practices, and offers the public access to dental professionals that share their values of wellness and environmental stewardship. The organization was co-founded by Dr. Fred Pockrass, a dentist, and his entrepreneur wife, Ina Pockrass, who together created the model for eco-friendly dentistry, and operate their own award-winning dental practice in Berkeley, California, the first in the country to be certified as a green business. They formed the organization to stimulate a movement in the dental industry to employ environmentally-sound practices, like reducing waste and pollution, saving energy, water and money, incorporating wellness-based methods and the best technological advances in dentistry.

More information can be found at www.ecodentistry.org

###