

**-FOR IMMEDIATE RELEASE-**

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**The Eco-Dentistry Association Will Hold Industry's First Green Dentistry Conference™**

*Ground-breaking event will focus on opportunities presented by high-tech, green, wellness based dentistry*

**Berkeley, CA (March 3, 2013)** The Eco-Dentistry Association® has announced that it will hold the industry's first dental conference devoted exclusively to high-tech, environmentally sound dental practices. The event will take place May 3 and 4, 2013, at the stunning, eco-friendly Robert Redford Conference Center in Sundance, Utah, part of the Sundance Resort. Continuing Education credits will be available and attendance is limited to the first 100 registrants.

The 2013 Green Dentistry Conference™ will showcase the information and products dental professionals need to create and maintain state-of-the-art green practices. "A" List dental speakers include Gary Takacs of Takacs Learning Center, who will share the essentials of branding and marketing a green dental practice, as well as dental technology gurus Marty Jablow, DMD, Paul Feuerstein, DMD, and John Flucke, DDS who will talk about how dental technologies reduce waste and save energy, and boost the practice bottom line. With a generous sponsorship from US Bank, Bill Roth, noted sustainability author and speaker, will lead a break out group called "Green Builds Business."

The conference will offer panel discussions on everything from building and financing a high-tech, green dental practice to creating a successful green hygiene program. Unique, small group, hands-on opportunities with dental technology such as lasers and CAD/CAM systems will also be available.

The 2013 Green Dentistry Conference™ will offer attendees something rarely found at dental conferences: promoting the overall health and wellbeing of the dental team. Optional morning yoga and meditation will be available for all attendees and there will be presentations focusing on the importance of work-life balance to support personal and professional success.

On Sunday, May 5, attendees will have the option of hiking in the 6000 acres of pristine wilderness adjacent to the Sundance Resort, enjoying fly-fishing, golf or the spa.

Customizable sponsorship opportunities are available for companies offering green dental, green building, or wellness products and services.

Visit [www.ecodentistry.org/?conference](http://www.ecodentistry.org/?conference) to register. Contact [info@ecodentistry.org](mailto:info@ecodentistry.org) or call 510-841-1229 for additional details.

**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](http://www.ecodentistry.org)

**About Sundance Resort**

The Sundance Resort has a rich history of environmental conservation and was created by long time conservationist Robert Redford. Nestled at the base of 12,000-foot Mt. Timpanogos, Sundance is a destination resort located on 6,000 acres of preserved wilderness. Sundance is dedicated to maintaining the balance of art, nature and community, and offers diverse mountain recreation experiences and encourages the cultivation of art and self-expression. Visit <http://www.sundanceresort.com/> to learn more.

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