



NEWS RELEASE

FOR IMMEDIATE RELEASE

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HDS Tooth Fairy Fun Day Returns to Pearlridge Center with a Costume Contest for the Entire Family

**Sunday, October 26, 2025
10 a.m. – 2 p.m.**

A Free Family Event

Honolulu, Hawaii — The HDS Tooth Fairy is back! Oahu families will get to put their best face forward and show off their best Halloween masks and costumes for the HDS Tooth Fairy to judge. She will make a special appearance at Pearlridge Center's Mauka Center Court this Sunday, Oct. 26, from 10 a.m. to 2 p.m. This event is free and open to all.

Hawaii Dental Service (HDS), the state's leading dental benefits provider, is bringing the HDS Tooth Fairy Fun Day back to Pearlridge Center for a pre-Halloween celebration for the second consecutive year. Those young and young at heart will have a chance to win awards for the cutest, most creative, and best family costumes.

The HDS team will magically transform the Mauka Center Court into an enchanting, educational playground for keiki to play fun games, participate in oral health and wellness activities, and win free prizes, all while learning about the importance of taking care of their teeth.

"Halloween is more than a time for trick-or-treating, it's a chance to get ahead of the sweets and remind keiki and parents about the importance of healthy teeth" said Dr. Diane Paloma, HDS president and CEO. "It's also a great time to share oral health tips with families before the holidays so everyone can enjoy healthy smiles and overall well-being throughout the season."

Visit HDSToothFairy.com for more information.

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About Hawaii Dental Service

Hawaii Dental Service (HDS) is the leading dental benefits provider in the state, serving over one million residents throughout Hawaii, Guam, and Saipan. It has the largest network of dentists, with more than 95 percent of Hawaii's licensed, practicing dentists participating with HDS.

As a nonprofit founded in Hawaii in 1962, HDS is committed to making quality oral health care affordable and accessible. Employers who offer HDS dental plans to their employees represent Hawaii's diverse industries, companies, unions, associations, and nonprofit organizations. HDS also offers dental plans for individuals and families. HDS has been a part of Delta Dental, the nation's largest and most experienced dental insurance benefits provider, since 1966. This affiliation gives members access to a nationwide network of participating dentists.

For more information, visit HawaiiDentalService.com.