



MARYLAND CITIZENS' HEALTH INITIATIVE

FOR IMMEDIATE RELEASE

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CONTACT: Vincent DeMarco, President, MCHI
Matthew Celentano, Deputy Director, MCHI

410-591-9162
443-253-7988

**RADIO AD LAUNCHED BY HEALTH CARE FOR ALL! COALITION
TO CELEBRATE ELECTION'S REAFFIRMING OF AFFORDABLE CARE ACT**

The Maryland Health Care For All! Coalition today began playing in the Baltimore Washington media market a new 60-second radio ad that celebrates the reaffirming of the Affordable Care Act by the re-election of President Obama this week. The ad is below.

“By re-electing President Obama on November 6 the American people reaffirmed the Affordable Care Act,” said Vincent DeMarco, President of the Maryland Health Care For All! Coalition. “We will work closely with the O’Malley-Brown Administration to make sure that this law is fully implemented in Maryland. Our radio ad reminds Marylanders that this will expand health care to hundreds of thousands of people and make health care more affordable for all of us.”

60 second radio ad

Man: Thank goodness the election is over.

Woman: And there’s more good news: The President’s reelection means we’ll finally see health care reform. Know what that means for *us*?

Man: Uh... Uninsured families will get coverage—but our family already has health insurance.

Woman: Over time, the new law will reduce the hidden tax *we* pay for health care for the uninsured by as much as a thousand dollars a year.

Man: I didn’t know that.

Woman: And, the new law will bring about \$10 billion dollars to Maryland over six years, creating thousands of good-paying jobs for people like *us*.

Man: I didn’t know that.



2600 ST. PAUL STREET BALTIMORE, MD 21218

P: (410)235-9000

F: (410)235-8963

WWW.HEALTHCAREFORALL.COM

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Woman: Plus, the new law lowers prescription drug costs for seniors and lets young people stay on their parents' insurance.

Man: I knew that... But, how do you know all of that?

Woman: Because I looked it up at www.healthcareforall.com.

Man: Healthcareforall.com? I've got some reading to do.

Narrator: Sponsored by the Maryland Citizens Health Initiative Education Fund

*The **Health Care for All! Coalition** is a broad-based coalition of over 1200 faith, labor, business and community groups that have been working to guarantee all Marylanders access to quality, affordable health care. To learn more, visit <http://www.healthcareforall.com>*

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