

<Organization Name> named “Champion for Coverage” by U.S. Department of Health and Human Services

<City, State> - The <Organization Name> is honored to be recognized as a Champion for Coverage by U.S. Department of Health and Human Services (HHS). As a Champion, we have volunteered to help uninsured Americans learn more about the Health Insurance Marketplace.

As a Champion for Coverage, we will leverage publicly available Marketplace materials – both digital and in print – to help members of our community understand their new options through the Marketplace.

<Organization quote>

“Champion organizations, like <org name>, are already serving people and are a trusted source of information in communities across the county,” said Centers for Medicare and Medicaid Director of Communications Julie Bataille. “These organizations are natural places for people to learn about the Marketplace, and we want to make sure that they have access to the tools and information to respond to people who want to sign up and enroll for coverage.”

Open enrollment in the Health Insurance Marketplace began October 1 for coverage starting as early as January 1, 2014, and continues through March 31, 2014. Visit HealthCare.gov to learn more and to sign up for account.

To become a Champion for Coverage and to learn more about what being a Champion for Coverage means, visit: <http://marketplace.cms.gov/help-us/champion-apply.html>.

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