

**Customizable Press Release – Language from 1,000 Healthy Kids Campaign**

**FOR IMMEDIATE RELEASE**

**Contact: [Name of your press representative]**

**[Name of your organization]**

**[E-mail address]**

**[Phone number]**

**[NAME OF CAMPAIGN] AIMS TO [GOAL OF CAMPAIGN]**

**[DATE], [CITY OR LOCATION]** – On **[DATE]**, **[insert name of your organization]** will join with a large group of community partners in an effort to enroll children in the Illinois All Kids health insurance program.

Volunteers will be stationed from **[TIME PERIOD]** at enrollment locations throughout the community to assist state-certified agents in helping families apply for All Kids insurance coverage as part of the **[NAME OF CAMPAIGN]**. This campaign is the beginning of a long-term effort to try to eliminate the plight of uninsured children in Illinois.

In Illinois, every uninsured child is eligible for the All Kids program. However, an estimated 235,400 Illinois children still are not enrolled in All Kids and therefore have only limited access to quality health care. If approximately 1,000 children were enrolled in the All Kids program every day, all children in Illinois would have health care coverage in one year.

The **[NAME OF CAMPAIGN]** aims to galvanize health care providers, churches and community organizations around the state to advocate for long-term solutions to the health care coverage crisis and to continue enrolling eligible children and families into public health programs.

**[Insert quote from your organization here.]**

**[PARTNERS CAN INSERT PARAGRAPH ON THEIR ORGANIZATION HERE]**