

HEALTH CARE FOR AMERICA NOW!

Health Care For America Now

Press Advisory For:
Tuesday July 8, 2008

Contact:
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*****12pm Press Conference National Press Club Conference Room*****

\$40 Million Health Care Campaign to Launch, Announce New National Ad

Leading Labor Groups, Community Organizations, DC Think Tanks, Online Activists, and Women's Groups Join Together to Announce Major New Campaign

Simultaneous Launch Events in 52 Cities Including 37 State Capitals

Health Care for America Now, an unprecedented coalition of major organizations including labor unions, large community-based membership groups, women's groups, DC think tanks, doctors, nurses, small businesses, and leading netroots activists, will launch a new \$40 million campaign to push for quality, affordable health care for every American.

The coalition will hold a press conference on **Tuesday July 8th at 12pm EST** in the Conference Room of the National Press Club to outline their campaign plans and unveil their first ad buy - \$1.5 million in national TV, print, and online.

Along with the event in Washington D.C., the campaign will be hosting launch events in 52 cities (including 37 state capitals) across the country. Between now and election day, the group plans to spend \$25 million in paid media and have 100 organizers in 45 states.

The campaign's steering committee includes ACORN, AFSCME, Americans United for Change, Campaign for America's Future, Center for American Progress Action Fund, Center for Community Change, MoveOn, NEA, National Women's Law Center, Planned Parenthood, SEIU, UFCW, and USAction.

WHO:

Richard Kirsch (Health Care for America Now), **Maude Hurd** (ACORN), **Gerald McEntee** (AFSCME), **Caren Benjamin** (Americans United for Change), **Roger Hickey** (CAF), **Elizabeth Edwards** (CAP Action Fund), **Eli Pariser** (MoveOn), **Reg Weaver** (NEA), **Marcia Greenberger** (NWLC), **Cecile Richards** (Planned Parenthood), **Anna Burger** (SEIU), **Joseph Hansen** (UFCW), **Jeff Blum** (USAction), **David T. Tayloe, Jr., MD FAAP** (American Academy of Pediatrics), and **David White** (mechanic shop owner).

WHAT: Launch of the \$40 million **Health Care for America Now** campaign

WHERE: National Press Club Conference Room

WHEN: Tuesday, July 8th at 12pm

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