**MEDIA CONTACT:**

[NAME]

[PHONE]

[EMAIL]

**FOR IMMEDIATE RELEASE**

**[NAME of ORGANIZATION] is Helping People Sign Up for Medicare**

*Our virtual Welcome to Medicare Fair will teach you about Medicare – and all its parts - to assist you in your initial enrollment decisions.*

**[City, State] (*Month XX, 2021*)** – Are you turning 65 soon? Learn about signing up for Medicare from the comfort of your home or office! We are here to help you navigate the complexities of Medicare and avoid late enrollment penalties. Perhaps you are becoming eligible for Medicare because of a disability? This event is for you, too.

During the pandemic, the State Health Insurance Assistance Programs (SHIPs) are providing local, trusted, and unbiased Medicare help in safe and socially distanced ways. That is why [NAME of ORGANIZATION] is partnering with the SHIP National Technical Assistance Center on June 23, 2021 from 3:00 – 7:00 p.m. Eastern Time at the Welcome to Medicare Virtual Fair. Attend for any length of time. Visit [www.shiphelp.org](http://www.shiphelp.org) for more details, to see the agenda, and to register.

This event is government funded, and there is no cost to attend. You can attend part or all of this event. There will be general sessions with expert presenters on Medicare eligibility, enrollment, costs, and coverage options. In the general sessions, we will offer subtitles in English and a live transcript in Spanish. You can visit state-specific virtual exhibits at any time during this event. Chat with us about how our program can help you with your individual Medicare enrollment questions. Join us from your computer or mobile device anytime between 3:00 and 7:00 p.m. Eastern Time.

[NAME OF ORGANIZATION] is part of the national SHIP network, funded by the U.S. Administration for Community Living, Office of Healthcare Information and Counseling. In [YOUR STATE/TERRITORY/REGION], SHIP goes by [NAME OF YOUR SHIP]. In other states, SHIP services may be provided under other names, such as CHOICES, HICAP, SHINE, or an Area Agency on Aging. Regardless of the name, the State Health Insurance Assistance Programs share a national mission: to empower, educate, and assist Medicare-eligible individuals, their families, and caregivers through objective outreach, counseling, and training to make informed health insurance decisions that optimize access to care and benefits.

SHIP experts will explain who is eligible for Medicare and when, how to sign up for Medicare, and what to do if you are still working when you are eligible for Medicare. They will also discuss Medicare costs, especially the importance of avoiding late enrollment penalties. You will learn how to navigate your Medicare coverage options and how Medicare works with other insurances, such as employer insurance, Medigap supplemental insurance, and retiree insurance.

At any time, you can visit our [YOUR SHIP NAME] exhibit where we can help you think about what to consider when making your individual Medicare enrollment decisions or when helping a friend or loved one make their Medicare enrollment decisions. [ADD CONTENT HERE ABOUT ANY OTHER ASPECTS OF YOUR EXHIBIT, SUCH AS IF YOU WILL USE ZOOM TO TALK FACE TO FACE OR IF YOU WILL OFFER STATE/TERRITORY-SPECIFIC EDUCATIONAL PROGRAMMING VIA ZOOM.] You can also watch short, pre-recorded videos on aspects of Medicare or download educational materials.

The event will conclude with national presenters discussing the federal government’s role in Medicare, avoiding Medicare fraud, and the available Medicare assistance programs that help with Medicare costs.

Visit [www.shiphelp.org](http://www.shiphelp.org) to register and to see more event details.

You do not have to wait for this event to get Medicare help from our program. To find out more about SHIPs, go to [YOU CAN INSERT YOUR STATE-SPECIFIC WEBSITE OR USE THE NATIONAL SHIP TA CENTER WEBSITE WWW.SHIPHELP.ORG.]

**About [NAME OF SHIP]**

The national SHIP mission is to empower, educate, and assist Medicare-eligible individuals, their families, and caregivers through objective outreach, counseling, and training to make informed health insurance decisions that optimize access to care and benefits. [*ADD YOUR STATE/TERRITORY CONTENT HERE*]

**About The SHIP National Technical Assistance Center**

*The SHIP National Technical Assistance Center (SHIP TA Center) is a central source of information for and about the national program. The Center provides training, technical assistance, and additional resources in support of SHIPs across the nation. Individuals may visit the SHIP TA Center website to find their local SHIP and to learn more about SHIP volunteer opportunities, counseling or outreach provided in their community.* *Learn more at* [*www.shiphelp.org*](http://www.shiphelp.org)*.*

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