**MEDIA CONTACT:**

[NAME]

[PHONE]

[EMAIL]

**Welcome to Medicare Virtual Fair**

**Five Radio/Television Public Service Announcement (PSA) Customizable Templates**

**Option A: 30-second text:**

[NAME OF YOUR ORGANIZATION or Your State Health Insurance Assistance Program] is helping people sign up for Medicare. Come to a virtual Welcome to Medicare Fair on June 23rd. Join us from your computer or mobile device anytime between 3:00 and 7:00 p.m. Eastern Time. We will teach you about Medicare – and all its parts - to assist you in your initial enrollment decisions. Visit [www.shiphelp.org](http://www.shiphelp.org) to register. That’s [www.shiphelp.org](http://www.shiphelp.org) to register or learn more.

**Option B: 30-second text:**

Are you turning 65 soon? Learn about signing up for Medicare from the comfort of your home or office! [NAME OF YOUR ORGANIZATION or Your State Health Insurance Assistance Program] provides unbiased counseling and assistance to help you navigate the complexities of Medicare and avoid late enrollment penalties. Attend our free Welcome to Medicare Virtual Fair on June 23rd. Join us online anytime between 3:00 and 7:00 p.m. Eastern Time. Visit [www.shiphelp.org](http://www.shiphelp.org) to register or learn more.

**Option C: 30-second text:**

During the pandemic, [NAME OF YOUR ORGANIZATION OR your State Health Insurance Assistance Program] is providing local, trusted, and unbiased Medicare help in safe and socially distanced ways. Turning 65, planning to retire, or needing Medicare because of a disability? Attend our free Welcome to Medicare Virtual Fair on June 23rd. Join us from your computer anytime from 3:00 – 7:00 p.m. Eastern Time. Pre-registration is required. Visit [www.shiphelp.org](http://www.shiphelp.org) to learn more.

**Option D: 60-second text:**

[NAME OF YOUR ORGANIZATION or Your State Health Insurance Assistance Program] is helping people sign up for Medicare. Come to a virtual Welcome to Medicare Fair on June 23rd. Join us from your computer or mobile device anytime between 3:00 and 7:00 p.m. Eastern Time. We will teach you about Medicare – and all its parts - to assist you in your initial enrollment decisions. Visit [www.shiphelp.org](http://www.shiphelp.org) to register. That’s [www.shiphelp.org](http://www.shiphelp.org) to register or learn more. [NAME OF YOUR ORGANIZATION or Your State Health Insurance Assistance Program] provides unbiased counseling and assistance to help you navigate the complexities of Medicare and avoid late enrollment penalties. This event is government funded, and there is no cost to you. You can attend part or all of this event. Hear presentations about Medicare eligibility, enrollment, costs, and coverage options. Chat with us at a virtual exhibit. Visit [www.shiphelp.org](http://www.shiphelp.org) to register or learn more.

**Option E: 60-second text:**

Are you turning 65 soon, retiring, or becoming eligible for Medicare because of a disability? Learn about signing up for Medicare from the comfort of your home or office! [NAME OF YOUR ORGANIZATION or Your State Health Insurance Assistance Program] provides unbiased counseling and assistance to help you navigate the complexities of Medicare and avoid late enrollment penalties. Come to a virtual Welcome to Medicare Fair on June 23rd. Join us from your computer or mobile device anytime between 3:00 and 7:00 p.m. Eastern Time. Visit [www.shiphelp.org](http://www.shiphelp.org) to register or learn more. This event is government funded, and there is no cost to you. You can attend part or all of this event. Hear presentations about Medicare eligibility, enrollment, costs, and coverage options. Chat with us at a virtual exhibit. Registration is required. Again, visit [www.shiphelp.org](http://www.shiphelp.org) to register or learn more.

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**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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