

# HEALTH CARE FOR AMERICA NOW!

For Immediate Release  
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## **\$40 Million Health Care Campaign to Launch in Wisconsin and Nationwide**

*Community Leaders in Wisconsin Join Together to Push for Quality, Affordable Health  
Care for Every American*

**Madison: July 8, 2008** – Today, here at the Wisconsin State Capitol and in 52 other cities across the country, including 37 state capitals, a new national campaign is bringing together millions of Americans to demand quality, affordable health care for all. Health Care for America Now (HCAN) is being launched by over 100 national and local groups that represent labor, community organizations, doctors, nurses, women, small businesses, faith-based organizations, people of color, netroots activists, and think tanks. Health Care for America Now is organizing to assure that the first order of business of the next President and Congress is to pass legislation in 2009 that guarantees quality, affordable health care for all.

Health Care for America Now is an unprecedented coalition. In Wisconsin the steering committee currently includes AFSCME, Citizen Action of Wisconsin, Planned Parenthood, SEIU, Wisconsin Education Association Council (WEAC), and the Wisconsin State AFL-CIO.

Additional members of the Wisconsin coalition include ACORN, AFT-Wisconsin, Coalition of Wisconsin Aging Groups, Disability Rights Wisconsin, Grassroots Citizens of Wisconsin, Grassroots North Shore, One Wisconsin Now, UFCW, Wisconsin Alliance for Retired Americans, Wisconsin Alliance for Women's Health, Wisconsin Council of Children and Families, Wisconsin Council of Churches, Wisconsin Farmers Union, Wisconsin Federation of Nurses and Health Professionals, and the faith-based organization WISDOM.

The coalition is organized on the proposition that in 2009, we will either have a guarantee of quality, affordable health care we all can count on or we will continue to be at the mercy of the private health insurance industry that is charging us more, giving us less and putting company profits before our health. Here in Wisconsin and in communities all across the country, we're asking one question, "Which side are you on?" Are you on the side of quality, affordable health care? Or are you on the side of being left alone to fend for yourself in a complicated, bureaucratic insurance market?

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Starting today, the campaign is spending an initial \$1.5 million on national television, print, and online advertising and is sending out an email blast to more than 5 million people. Over the next five months, Health Care for America Now plans to spend \$25 million in paid media and have 100 organizers in 45 states.

Health Care for America Now offers a bold new vision for health care reform: Americans can keep the private insurance they have, join a new private insurance plan, or choose a public health insurance plan. The campaign also calls for a government role in setting and enforcing rules on the insurance industry which consistently charges whatever it wants, sets high deductibles, denies coverage based on pre-existing conditions, and drops coverage when people get sick.

Health Care for America Now national 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, National Education Association, National Women's Law Center, Planned Parenthood Federation of America, SEIU, United Food and Commercial Workers, and USAction.

Health Care for America Now started with a financial commitment of at least \$500,000 from each of the 13 national steering committee members and a \$10 million grant from NY-based Atlantic Philanthropies.

**Health Care for America Now** ("HCAN"), a section 501(c)(4) issue advocacy organization, is a broad coalition of nonprofit and political organizations that are working to promote quality, affordable health care for all Americans. HCAN and each of its members conducts and funds only activities appropriate to its tax and election law status.

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