



PRESS ADVISORY

September 9, 2011

Interview: Bobby Peterson (608) 261-6939 ext. 201 (office) or
(608) 444-7197 (cell)



The BadgerCare+ Express Team Rolls into Madison, the Last Stop on a Statewide Tour

Madison, WI –This Monday, September 12, the BadgerCare+ Express will roll into Madison, the last stop in a multi-city tour across Wisconsin. The BadgerCare+ Express tour is a chance for families to learn the basics of getting and keeping BadgerCare Plus, and for service providers to learn the latest strategies to help guide people to the health care and coverage they need.

ABC for Health will gather advocates, public health community stakeholders and members of the local media to talk about the importance of BadgerCare Plus for families, especially in these tough times. “In this economy more and more people need help paying medical bills, getting out of medical debt, and staying insured. This BadgerCare+ Express tour is a chance to teach the latest strategies to help guide people to the health care and coverage they need and deserve,” stated Public Interest Attorney Bobby Peterson, founder of ABC for Health, Inc. and originator of the BadgerCare+ Express.

If You Go: The Madison Stop of the BadgerCare+ Express:

Monday, September 12, 9:00-11:00am, 122 E. Olin Ave., Madison, WI

- 9:00am-Training for Advocates
- 10:00am-Exhibit Fair and Media Interviews

ABC for Health has free materials to share: A printed advocacy guide, called “*The AdvoKit for BadgerCare Plus Programs*,” and “*3 Steps to Family Health Coverage kits*” for families, to help them connect and retain health care coverage, especially through BadgerCare Plus and Medicaid programs. ABC is making these publications available for **free download** from its website for a limited time: www.abcforhealth.org. This final stop is supported by the Dane County Bar Association-Delivery of Legal Services Committee's "Grants for Worthy Causes" and the Dane County HealthWatch Coalition.

“With a ground-level view of the access problems people confront, our education and advocacy strategies provide the best opportunity to help families connect to and keep health coverage,” continued Peterson.

ABC for Health, Inc. is a Wisconsin-based, nonprofit, public interest law firm dedicated to linking children and families, particularly those with special health care needs, to health care benefits and services. ABC for Health’s mission is to provide information, advocacy tools, legal services and expert support needed to obtain, maintain, and finance health care coverage and services.