



## PRESS ADVISORY

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### **The BadgerCare+ Express Team Rolls into Ashland, Odanah as Part of a Statewide Tour**

**Ashland, WI** –Tuesday, August 16, the BadgerCare+ Express will roll into Ashland as part of a multi-city tour that has already visited Milwaukee and Eau Claire. 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 staff 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.

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. “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 is making these publications available for **free download** from its website for a limited time: [www.abcforhealth.org](http://www.abcforhealth.org).

### **If You Go: The Ashland/Odanah Stop of the BadgerCare+ Express:**

Tuesday, August 16, 10:00am-1:00pm, Bad River Community Center, 7277 Elm St, Odanah, WI

ABC for Health is making six BadgerCare+ Express stops across Wisconsin, meeting with families and professionals, providing information and help on BadgerCare programs. The BadgerCare+ Express next travels to Green Bay and northeast Wisconsin.

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.