



FOR IMMEDIATE RELEASE

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**COVERED CALIFORNIA ANNOUNCES PLANS
FOR THIRD OPEN-ENROLLMENT LAUNCH**

*Statewide Bus Tour and Spotlights to Highlight Importance of Enrollment, Health Care Providers
and Quality Care*

WHAT: Turning a “Spotlight” on health care coverage to promote the third open-enrollment period, Covered California announced today a program to light up some of the most iconic California landmarks with its logo, in conjunction with a 29-city bus tour beginning Oct. 30, 2015.

Places like Coit Tower in San Francisco and the Los Angeles International Airport (LAX) will be sporting the Covered California logo with a message that open enrollment has started. The bus will be stopping at storefronts, hospitals, community clinics and enrollment sites, from San Diego to Eureka.

WHEN: Iconic California buildings to “light up” in late October through the first two weeks in November to coincide with the beginning of open enrollment. Statewide bus tour will begin on Friday, Oct. 30.

WHERE: Iconic venues across California that are scheduled to be lit up include:

- San Diego Convention Center, Oct. 29.
- Los Angeles International Airport, Oct. 30, Nov. 1 – Nov. 3.
- Los Angeles City Hall, Oct. 30 – Nov. 2.
- San Francisco City Hall and Coit Tower, Nov. 5.
- Sacramento City Hall and the Tower Bridge, Nov. 12.

Along with large, colorful logos on iconic sites, smaller “spotlights” will be showing up on hospitals, enrollment centers, health clinics and local businesses during the entire open-enrollment period to spotlight the care Covered California provides. Spotlights will only be visible in the evening hours.

Following are some of the locations that will be spotlighted:

- Salinas Valley Memorial Hospital (450 E. Romie Lane, Salinas, CA 93901)

- JFK Memorial Hospital (47111 Monroe Street, Indio, CA 92201)
- Scripps Mercy Hospital (4077 5th Avenue, San Diego, CA 92103)
- Mercy Medical Center Redding (2175 Rosaline Avenue, Redding, CA, 96001)
- Baldwin Hills Crenshaw (3650 W. Martin Luther King Jr. Blvd., Los Angeles, CA 90008)
- Los Angeles Medical Center (Sunset Campus: 1515 N. Vermont Ave., corner on Sunset Blvd.)
- Los Angeles Medical Center (Pasadena Campus: Pasadena Medical Offices - 3280 E. Foothill Blvd. Pasadena, CA 91107)
- West Los Angeles Medical Center (MOB on corner of Venice and Cadillac - 6041 Cadillac Ave. Los Angeles, CA 90034)
- Baldwin Park Medical Center (1011 Baldwin Park Blvd., Baldwin Park, CA 91706)
- South Bay Medical Center (Carson Medical Offices: 18600 S. Figueroa Street, Gardena, CA 90248)
- Kaiser Permanente Promenade Medical Offices (10350 Promenade Pkwy, Elk Grove, CA 95757)
- Oakland Medical Center (3600 Broadway, Oakland, CA 94611)
- San Francisco Medical Center (2425 Geary Blvd., San Francisco, CA 94115)

In addition, Covered California leadership will be embarking on a 10-day, 29-city, statewide bus tour that will include stops in San Diego, El Cajon, Oceanside, Vista, Los Angeles, Lynwood, Hacienda Heights, Garden Grove, Indio, Riverside, Ontario, Pomona, Ventura, Templeton, Bakersfield, Fresno, Salinas, Watsonville, San Jose, Oakland, San Francisco, Milpitas, Ukiah, Eureka, Redding, Chico, Marysville, Rancho Cordova and Sacramento.

WHY: “It has been nearly a year since the last open-enrollment period, and we wanted something very visual to remind the more than 2 million uninsured Californians eligible for Covered California or Medi-Cal that starting Nov. 1, 2015 and through Jan. 31, 2016, they can enroll in quality, affordable health coverage and take advantage of subsidies available only through Covered California to help them with their costs,” said Covered California Executive Director Peter V. Lee.

About Covered California

Covered California is the state’s marketplace for the federal Patient Protection and Affordable Care Act. Covered California, in partnership with the California Department of Health Care Services, was charged with creating a new health insurance marketplace in which individuals and small businesses can get access to affordable health insurance plans. Covered California helps individuals determine whether they are eligible for premium assistance that is available on a sliding-scale basis to reduce insurance costs or whether they are eligible for low-cost or no-cost Medi-Cal. Consumers can then compare health insurance plans and choose the plan that

works best for their health needs and budget. Small businesses can purchase competitively priced health insurance plans and offer their employees the ability to choose from an array of plans and may qualify for federal tax credits.

Covered California is an independent part of the state government whose job is to make the new market work for California's consumers. It is overseen by a five-member board appointed by the Governor and the Legislature. For more information about Covered California, please visit www.CoveredCA.com.

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