FOR IMMEDIATE RELEASE
[Date]

[Grantee Name] Awarded $[Grant Amount] to Connect [STATE NAME]'s Uninsured [Adults/Children] to [Low-cost/Free] Health Coverage Through [*SCHIP/MEDICAID Program Name*]

([City, State]) – [Grantee Name] has received a $[grant amount] grant from The Robert Wood Johnson Foundation (RWJF) to connect [State Name]'s [more than/at least/nearly #ELIGIBLE] eligible uninsured [children/adults] with [low-cost/free] health care coverage offered through [*SCHIP/Medicaid Program Name*]. The grant will be used to find and enroll eligible families, simplify enrollment and renewal processes, and coordinate health care coverage programs.

"Thousands of [STATE's] uninsured families do not realize they qualify for [*SCHIP/Medicaid Program]*," said (Grantee Spokesperson, Title). "With generous funding and support from The Robert Wood Johnson Foundation, we are better equipped to identify and enroll eligible [children/adults] for coverage."

The grant is part of *Covering Kids & Families* (CKF)*,* a four-year $55 million national initiative of RWJF that offers grants to statewide and local coalitions throughout the country to increase the number of eligible children and adults benefiting from federal and state health care coverage programs. Working through these coalitions, CKF will build on the work and experience of *Covering Kids*, a three-year initiative of the Foundation that has worked to enroll uninsured children in public health coverage programs. As with *Covering Kids,* CKF also will work to involve private and volunteer organizations (e.g. churches, businesses, health plans, providers, foundations) in partnership with traditional child advocacy organizations and state officials in these efforts.

[*SCHIP/Medicaid Program*] offers [low-cost/free] health care coverage for eligible [children/adults]. In [STATE], a family of four earning up to $[eligibility INCOME figure] or more may qualify for coverage. Eligibility is based on family size and household income. Benefits include [list several PROGRAM BENEFITS]. There are [number of UNINSURED children/adults) in [STATE].

(FOR ADULT COVERAGE STATES ONLY)
"Research shows that offering coverage to parents helps identify and enroll more eligible children," said Judith Whang, senior program officer at RWJF. "Given the downturn in the economy, the number of Americans without health care coverage is expected to increase. Through *Covering Kids & Families,* we hope to reach out to all eligible uninsured Americans to inform them about low-cost and free health care coverage available in all 50 states and the District of Columbia."

(FOR STATES WITH COVERAGE FOR CHILDREN ONLY)
"*Covering Kids & Families* will build on the success of *Covering Kids* and ensure that even more eligible children get the health care coverage they need and deserve," said Judith Whang, senior program officer at RWJF. "Our experience has shown that informing working families about these programs and simplifying the enrollment process are critical components in getting eligible children enrolled. Through CKF we plan to keep up our efforts to see that the low-cost and free health care coverage programs offered in all 50 states and the District of Columbia are fully utilized."

(FOR ALL STATES)
For more information regarding [*SCHIP/Medicaid Program Name*] call [STATE toll-free hotline] or [STATE WEB SITE]. Information about the *Covering Kids & Families* initiative can be found at **www.coveringkids.org.**

The Robert Wood Johnson Foundation, based in Princeton, N.J., is the nation's largest philanthropy devoted exclusively to health and health care. It concentrates its grantmaking in four goal areas: to assure that all Americans have access to basic health care at reasonable cost; to improve care and support for people with chronic health conditions; to promote healthy communities and lifestyles; and to reduce the personal, social, and economic harm caused by substance abuse -- tobacco, alcohol, and illicit drugs.

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