

For Immediate Release
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Governor Musgrove Announces Kids First Mississippi

(Jackson, MS) – Governor Ronnie Musgrove announced today that a public private partnership has produced a new initiative for marketing health care coverage for eligible children to working families in Mississippi.

“We have done a remarkable job of providing access to quality health care for our children in Mississippi. KidsFirst Mississippi is an exciting new initiative that will target businesses to provide health care coverage to the children of working parents.” Musgrove said. “The Leadership Mississippi Team has selected a business to business approach that will not only benefit the children of Mississippi, but it will help employers who are not currently able to provide health care coverage offer this benefit to their employees.”

Musgrove attended the press conference with members of the Leadership Mississippi 2003 class, representatives from the Mississippi Economic Council (MEC), officials from the Division of Medicaid, representatives from Blue Cross Blue Shield, the Godwin Group, Sanderson Farms, and representatives from health advocacy groups.

“This venture shows that private enterprise believes healthy children go to school ready to learn the skills necessary to be productive members of tomorrow’s workforce,” said Musgrove. “We are truly a partner with business to provide a better quality of life for our children.”

Because of Governor Musgrove’s leadership, more than 58,000 children now have access to federally funded quality health care in Mississippi.

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