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Your Health HOTLINE

REVISED PRESS RELEASE

Local health care providers and organizations join forces with CLEAR CHANNEL RADIO TUCSON and KOLD News 13 for the Your Health Hotline phone-a-thon!

Tucson, AZ- On April 29, 2010 from 5am to 6:30pm, 100 **Your Health Hotline** volunteers will be at CLEAR CHANNEL RADIO TUCSON stations answering phone calls from Southern Arizonans about how to get no or low cost medical care. **Your Health's** goal is to help individuals and families get physicals, baby well-checks, doctor office visits, dental screenings and treatments, prescription drug coverage, vision care, immunization clinics, AHCCCS enrollment and food stamp assistance, diabetes education, and prenatal care. They will also assist with enrollment in the health discount programs, Santa Cruz Health-e-Connect and Pima Community Access Program, as well as in sliding scale health services at local Community Health Centers.

The **Your Health collaborative** is comprised of Carondelet Health Network, Children's Action Alliance, Desert Senita Community Health Center, El Rio Community Health Centers, Marana Health Center and the United Way of Tucson and Southern Arizona.

"The Phone-a-Thon event is a very special time, not only to help people get connected to health care resources, but also for us as a community to come together. Grandparents, students, health care providers and community members have all come together for one purpose: to help each other," said Tara Sklar, Director of Access and Community Health for Carondelet Health Network.

Penelope Jacks, Director, Children's Action Alliance--Southern Arizona states, "If you or your family needs help with health coverage or health care services, please call us... we're here for you!"

The seven radio stations that comprise CLEAR CHANNEL RADIO TUCSON will encourage their listeners to call the "**Your Health Hotline**" phone number from 5a - 6:30pm. They will broadcast interviews with people who have already successfully received help finding health care. Local doctors, dentists, business leaders and teachers will speak about how important health care is and how hard it can be to find and pay for. KOLD News 13 will cover the event live during the morning news, and will be broadcasting messages all day about the phone-a-thon.

Both CLEAR CHANNEL RADIO TUCSON and KOLD News 13 have helped with past Phone-a-thons that connected 1000's of Arizonans with needed health care services. "We see even more need now than ever before to help the community find health care options. Serving the community is the core of our values. We are hoping to make a difference on the 29th," states Tim Richards, CLEAR CHANNEL RADIO TUCSON Operations Manager. Michelle Germano, News Director at KOLD News 13 says, "We believe bringing healthcare choices to our viewers, when so many have lost their jobs or can't afford insurance, is very important. **Your Health** is going to cut through the red tape and help a lot of our viewers."

The "**Your Health Hotline**" phone number is toll free, 1-800-311-0627. It is open now and will be accepting calls for at least the coming year. Or, Southern Arizonan's can go to www.mypcap.org and click on the "**Your Health Hotline**" logo. The call and the assistance are free and many of the volunteers are fluent in Spanish.

"Your Health Hotline"
Thursday April 29th,
5:30-6:30pm
CLEAR CHANNEL RADIO TUCSON
3202 N. Oracle, Tucson, AZ 85705
1-800-311-0627
www.mypcap.org

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