



Tom Barrett  
Mayor, City of Milwaukee

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## NEWS RELEASE

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### **Free Car Rides for Residents to Enroll in Health Care before Jan. 31** *Mayor Barrett Encourages Milwaukee's Uninsured to Utilize Uber Promotion*

MILWAUKEE – Mayor Barrett has partnered with Uber, a mobile car ride company that allows users to request transportation from a smart phone application, to provide free car rides to individuals in need of transportation to sign up for health care coverage. The deadline to sign up for coverage through the Health Insurance Marketplace is Sunday, January 31.

By using the promo code “MKEHEALTH” on the Uber application, a coupon will apply to new customers only for a ride up to \$20. Individuals in need of a ride to enroll in coverage through the Health Insurance Marketplace can utilize this promotion for the final in-person assistance events this weekend.

Uber’s promotion is in response to President Obama’s “Healthy Communities Challenge,” a competition among 20 communities across the U.S. that have high numbers or percentages of Marketplace-eligible uninsured, and have community collaborations willing to make a meaningful impact. The winning community gets bragging rights, a healthier community and a visit from President Obama.

“The Milwaukee Enrollment Network and its partners, including Milwaukee Public Libraries and City of Milwaukee Health Department, are finishing this enrollment period strong and we are excited to welcome Uber’s commitment to community service to this positive collaboration” said Mayor Barrett. “As individuals continue to renew their health care coverage this weekend, we are happy to offer those in need of assistance a car ride to a friendly place with trained staff who can answer these important questions about health care coverage.”

Since the open enrollment period began on November 1, nearly 8.8 million consumers across the U.S. have signed-up for health coverage through the Health Insurance Marketplace or had their coverage automatically renewed. The enrollment numbers for the Milwaukee metropolitan area show that Marketplace enrollment in Wisconsin is strong with 224,719 already enrolling, and 82,131 in Milwaukee.

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If someone chooses not to buy health insurance and could afford to do so, they are at risk of paying a \$695 fee or more. Meanwhile, most people can get coverage via the Health Insurance Marketplace for less than \$75 a month after tax credits.

During the final three days of enrollment, trained application assisters are available at the following community locations:

Jan. 29	1:30 - 5:30 p.m.	Zablocki Library (3501 W. Oklahoma Ave.)
Jan. 30	10 a.m. – 4 p.m.	Community Advocates (728 N. James Lovell St.)
Jan. 31	10 a.m. – 4 p.m.	Community Advocates (728 N. James Lovell St.)

Individuals with questions about the Health Insurance Enrollment Marketplace are encouraged to visit [www.healthcare.gov](http://www.healthcare.gov) or call (800) 318-2596. For local assistance, area residents can dial 2-1-1 to be connected to an assister or an enrollment event in their area.

Together, we are building a healthier Milwaukee.

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