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**FOR IMMEDIATE RELEASE**

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**MEDIA ADVISORY**

**Federal, Local Officials to join Milwaukee Enrollment Network on ‘Milwaukee Day of Action’**

*With only 10 days until health care enrollment deadline, officials to release new Milwaukee enrollment numbers, announce upcoming enrollment events*

MILWAUKEE – With an important deadline only days away, Milwaukee Mayor Tom Barrett and County Executive Chris Abele will be joined by Congresswoman Gwen Moore, U.S. Department of Health and Human Services Regional Director Kathleen Falk and members of the Milwaukee Enrollment Network at Milwaukee Area Technical College (700 W. State St.) to urge those who are uninsured to take action before the final deadline for Health Insurance Marketplace.

January 21 is a day selected by the White House to shine a national spotlight on Milwaukee’s work around health insurance enrollment and also marks National Youth Enrollment Day. Last Friday, the White House released the second ranking update for the national “Healthy Communities Challenge” between 20 cities across the U.S. Milwaukee remains in the lead, closely followed by Chicago, Detroit, Atlanta and Philadelphia.

To highlight Milwaukee’s work, officials will announce new local enrollment numbers and upcoming enrollment events, as well as information on the 2016 fine for those who do not enroll.

Health Insurance Marketplace open enrollment ends Jan. 31, 2016.

- WHAT:** Milwaukee Day of Action: Health insurance enrollment local enrollment number release and event announcement
- WHEN:** Thursday, January 21
- TIME:** 9:45 a.m.
- LOCATION:** Milwaukee Area Technical College  
**Downtown Campus Atrium**  
700 W. State St., Milwaukee
- SPEAKERS:** Dr. Vicki Martin, President, Milwaukee Area Technical College  
Congresswoman Gwen Moore  
Mayor Tom Barrett  
County Executive Chris Abele  
HHS Regional Director Kathleen Falk

\*Additional interview opportunities with enrollment assisters on site

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*Think Health. Act Now!*

