

MEDIA ADVISORY

MY MEDICARE MATTERS™ LAUNCHES IN PALM BEACH COUNTY TUESDAY, DECEMBER 20

Interview, video and photography opportunities available

What: A news conference to introduce the My Medicare Matters™ program to Palm Beach County.

Palm Beach County is one of the 300 counties around the nation to host the My Medicare Matters™ program. My Medicare Matters™ will have a continuing presence in the Orlando, Miami, Jacksonville, Tampa and West Palm Beach metropolitan areas during the six-month Medicare Part D enrollment period.

Media is invited to visit Palm Beach County's first enrollment event to speak with local healthcare representatives and national My Medicare Matters™ representatives.

When: Tuesday, December 20, 2005
9:00am - Noon

Where: Dolly Hand Cultural Arts Center
1977 College Drive
Belle Glade, FL 33430

Who: Bob McFalls, CEO, Area Agency on Aging Palm Beach/Treasure Coast, Inc. and June Noel, My Medicare Matters™

My Medicare Matters™ is a new, comprehensive community-based education program to help people with Medicare and their families understand the new Medicare Prescription Drug Coverage, assess their personal situation, understand their choices, compare plan options and make the enrollment decision that is right for their health and their financial situation. It is sponsored by the National Council on the Aging and the Access to Benefits Coalition, with support from AstraZeneca Pharmaceuticals, LP.

For more information, contact:
Reese Riggle, 904-354-2600 ext. 206
reeseriggle@onideas.com

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