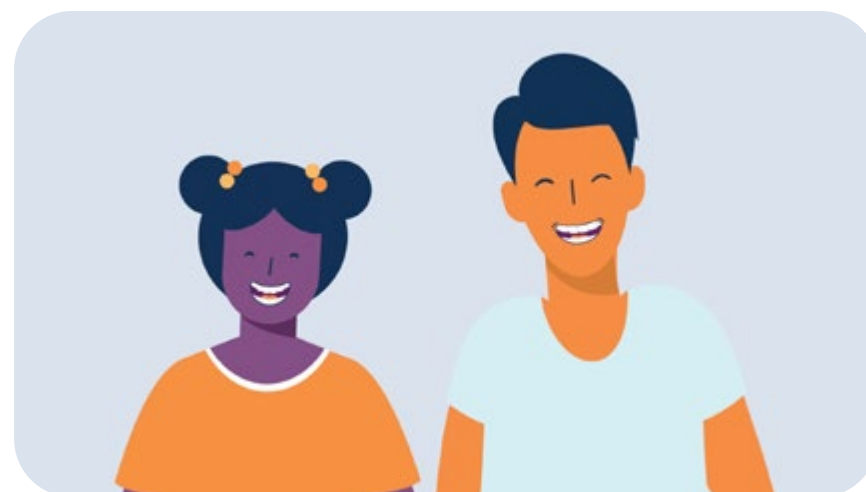


Connecting Kids to Coverage National Campaign

“DENTAL HEALTH” :15 DIGITAL VIDEO ENGLISH



SUPER: InsureKidsNow.gov.
Open on the InsureKidsNow.gov logo.



Open on a smiling girl and boy.
VO: Keep kids smiling all year long!



We pull back to reveal the boy in a dentist's chair.
VO: Dental services are covered for children and teens who have Medicaid and CHIP.



SUPER: Medicaid and CHIP.
Transition to a cursor clicking on a button with the call-to-action “Enroll today.”
VO: Enroll today to get peace of mind...



Transition to a young girl holding a toothbrush.
VO: ...and big smiles.



SUPER: InsureKidsNow.gov
1-877-KIDS-NOW
Paid for by the U.S. Department of Health & Human Services.
The girl smiles wide and the camera pushes into to reveal our end card.
VO: Learn more at InsureKidsNow.gov.
Paid for by the U.S. Department of Health & Human Services.