

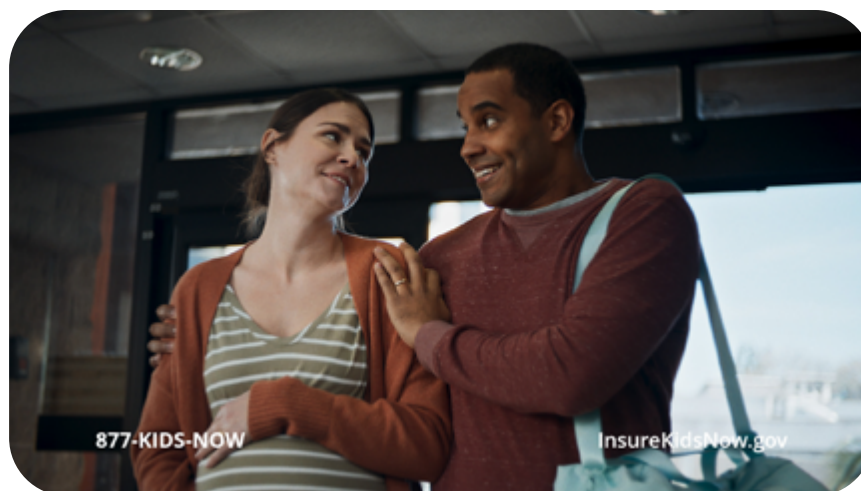
Connecting Kids to Coverage National Campaign

“FOR ALL LIFE’S MOMENTS” :30 STORYBOARD – TV PUBLIC SERVICE ANNOUNCEMENT (PSA) ENGLISH



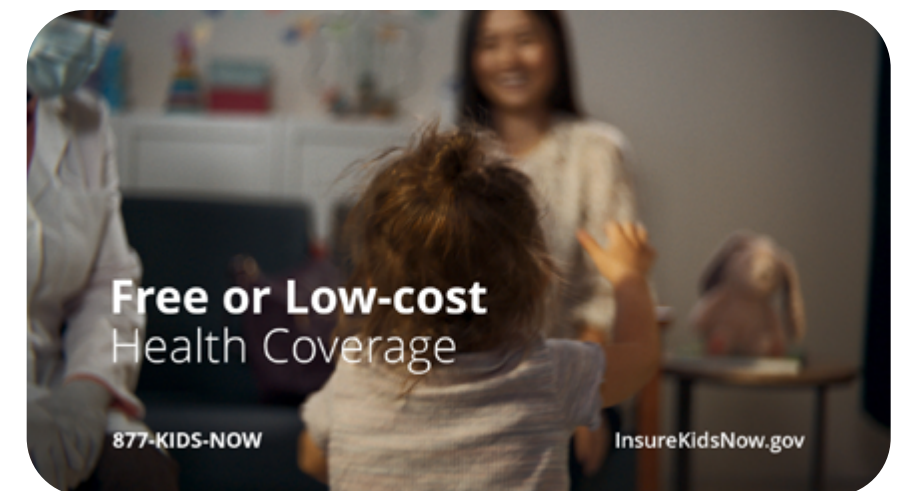
SUPER: InsureKidsNow.gov. A message from the U.S. Department of Health and Human Services

Open on the InsureKidsNow.gov logo.



We see a pregnant woman and her partner walking into a hospital to give birth.

VO: For each life moment...



Cut to a baby at the doctor.

SUPER: Free or Low-cost Health Coverage.

VO: ...your kids could get free or low-cost health coverage from Medicaid or CHIP.



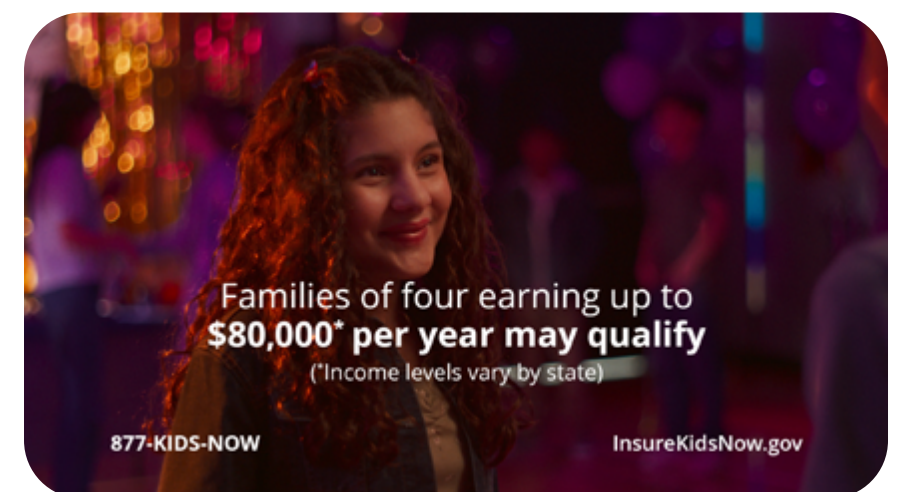
Cut to a preschooler outdoors, observing a butterfly with wonder.

VO: Kids up to age 19 are covered for...



Cut to elementary children playing basketball aggressively.

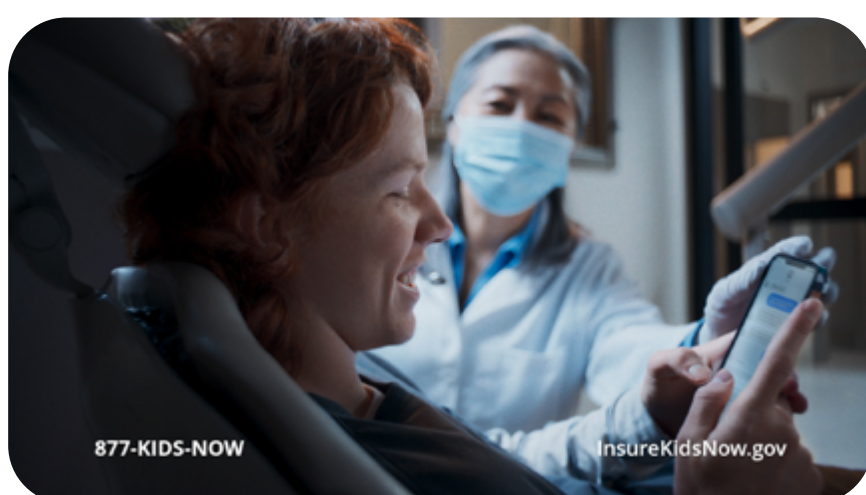
VO: ...check-ups, vaccines, dentist visits, hospital care, and more.



SUPER: Families of four earning up to \$80,000* per year may qualify (*Income levels vary by state).

Cut to a middle schooler at her first dance.

VO: Your kids may be eligible now, even if you've applied before.



Cut to a high schooler at a dental visit.

VO: And if they already have Medicaid or CHIP, remember to renew every year.



Cut to a teen graduating from high school.

VO: Get started now at InsureKidsNow.gov.



SUPER: InsureKidsNow.gov
877-KIDS-NOW Paid for by the U.S. Department of Health & Human Services

VO: Paid for by the U.S Department of Health and Human Services.