



# Media Release

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## **Procrastinators Feel the Love from Kids Health Link with Free Valentine's Day Health Insurance Marketplace Enrollment Event**

*"Love to Wait Until the Last Minute" Features  
Free Expert Assistance with the Health Insurance Marketplace*

Phoenix, AZ – February 9, 2015 Procrastinators will feel the love from Kids Health Link during a free Feb. 14 Valentine's Day Health Insurance Marketplace enrollment event. During *Love to Wait Until the Last Minute*, Kids Health Link's professional navigators will help people with the online enrollment process (healthcare.gov) to ensure they have health insurance coverage before open enrollment ends on Feb. 15. *Love to Wait Until the Last Minute* takes place:

February 14, 2015

8 am-3:30 pm

Desert Mission Food Bank

9229 N. Fourth Street

Phoenix, AZ 85020

*Make an Appointment for Feb. 14 (English or Spanish)*

*by Clicking on the Valentine at:*

[kidshealthlink.org](http://kidshealthlink.org)

(Walk-ins will be helped on a first come, first served basis.)

"People keep hearing that they need health coverage by February 15, but they have questions about finding coverage that fits their needs and their budget," said Joe Fu of Kids Health Link and Children's Action Alliance. "We're giving them the opportunity to work with experts who can help them find health coverage and who can take them through the enrollment process."

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**Kids Health Link**

4001 North 3<sup>rd</sup> Street • Suite 160 • Phoenix, AZ 85012 • [kidshealthlink.org](http://kidshealthlink.org)

Depending on their eligibility, Kids Health Link can help people with:

- Health Insurance Marketplace (healthcare.gov)
- AHCCCS (Arizona Health Care Cost Containment System)
- SNAP (Supplemental Nutrition Assistance Program) coverage.

On Feb. 14, *Love to Wait Until the Last Minute* participants should bring:

- Social security numbers for everyone in the household enrolling in health coverage.
- Photo identification for the person opening the health coverage plan.
- A pay stub or self-employment statement for everyone in the household who works.

People who don't have healthcare coverage in 2015 will face a penalty of either 2 percent of their yearly household income (above the tax filing threshold) or \$325 per person (\$162.50 per child under 18), whichever amount is higher.

“If you're trying to do something special for your family on Valentine's Day,” Fu said, “making sure they have the health coverage they need is a great way to show you love them.”

Children joining their parents at *Love to Wait Until the Last Minute* can play games and win prizes while their parents work with Kids Health Link's enrollment experts.

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#### **About First Things First and Kids Health Link**

Kids Health Link, a free community service, is funded in part by **First Things First (FTF)**. FTF, approved by Arizona voters, works to ensure that our youngest children have access to quality early childhood experiences so they will start school healthy and ready to succeed.

#### **About SNAP**

SNAP offers nutrition assistance to millions of eligible, low-income individuals and families and provides economic benefits to communities. SNAP is the largest program in the domestic hunger safety net. The SNAP Partnership project has been funded, at least in part, with Federal funds from the USDA.