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# Mayors Fax Advisory

July 14, 2009

<http://www.state.nj.us/humanservices/dmahs/clients/NJFamilyCare>

Re: NJ FamilyCare Advertising Campaign

Dear Mayor:

The NJ Department of Human Services (DHS) has launched an NJ FamilyCare advertising campaign to inform families to enroll eligible children in our comprehensive Children's Health Insurance Program. If you want to help us with this promotional effort, please contact us. We will be happy to forward an electronic version of the NJ FamilyCare logo (which can be hyperlinked to [www.njfamilycare.org](http://www.njfamilycare.org)) for posting on your website. Also available are the radio ads in both English and Spanish - available for upload or download to your organization's website, [Facebook](#) page or [Twitter](#) account.

The League of Municipalities, DHS and our sister agencies in government are working to ensure that every child has health insurance - and we are sharing this outreach initiative in an effort to maximize success.

It is our hope that by expanding the scope of our outreach through your agency, we will improve health care access to every uninsured child in New Jersey.

NJ FamilyCare is a federal and state funded health insurance program created to help New Jersey's uninsured children have affordable health coverage. It is not a welfare program. NJ FamilyCare is for families who do not have available or affordable employer insurance, and cannot afford to pay the high cost of private health insurance.

If you want to post the logo, contact Jon Moran at (609) 695-3481 ext. 121 or [jmoran@njslom.com](mailto:jmoran@njslom.com). If you have any questions about NJFamilyCare or this advertising campaign, please contact:

Nicole Brossoie  
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Thank you in advance for your participation and support.

Very truly yours,

William G. Dressel, Jr  
Executive Director