**FOR IMMEDIATE RELEASE [DATE]**

**CONTACT:** [NAME]

ONE MORE CHANCE TO ENROLL FOR 2015 HEALTH CARE COVERAGE

Consumers Facing Fines for Not Having Coverage in 2014 Can Get Covered March 15 – April 30

City, State – Consumers facing a penalty for not having health coverage for part or all of 2014 who still haven’t signed up this year may have an additional opportunity to access quality, affordable health care coverage for 2015 if they meet certain criteria. Uninsured consumers can visit Healthcare.gov from March 15 to April 30 to sign up for health insurance and explore their financial assistance options.

“This special enrollment period is a wonderful opportunity for uninsured [STATE]ians to get health care coverage for themselves and their families,” said [NAME], [ORGANIZATION]. “Financial help is available, so most consumers can find a plan that meets their needs and budget.”

Americans who do not qualify for an exemption and went without health coverage in 2014 will have to pay a fee known as a shared responsibility payment – $95 per adult or 1 percent of their income, whichever is greater – when they file their taxes this year. The fee increases to $325 per adult or 2 percent of their income for 2015. Consumers who enroll during this special enrollment period for tax season will owe a prorated fee for the time they were not covered in 2015, or must apply for an exemption.

To be eligible for this special enrollment period, consumers must:

* Not be enrolled in a Healthcare.gov plan for 2015;
* Attest that when they file their 2014 tax return they are subject to the fee for not having health coverage for part or all of 2014; and
* Attest that they first became aware of, or understood the implications of, the Shared Responsibility Payment after the end of the February 15 open enrollment deadline

Consumers must sign up on March 15 in order to have coverage on April 1. Coverage for consumer signing up after March 15 will not begin until May 1.

In person assistance will be available to help consumers enroll during this special enrollment period – consumers can visit [WEBSITE] or call [NUMBER] to find help in their area.

 [ABOUT ORGANIZATION]

###