



FOR IMMEDIATE RELEASE

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9Health Fair Selected to Help Increase Understanding, Support for Health Care Improvements

Denver, CO – 9Health Fair announced today that it is one of 14 organizations selected to receive grant support from The Colorado Trust to help increase Coloradans’ understanding of health care issues, including expanding health coverage and achieving a more effective, cost-efficient health care system. 9Health Fair, which received funding support for three years, will work to engage its 19,000 volunteers and its media partners to increase visibility and understanding of health access.

“Coloradans have many shared health priorities. Most people simply want to count on receiving health services without fear of skyrocketing costs or too much red tape,” said Jim Goddard, 9Health Fair President and CEO. “This new support will help us to inform and engage more Coloradans in important decisions about our health care system, so that these changes are not solely made by corporations and politicians.”

The other 13 organizations we will work with on this effort over the next three years are:

- The Children’s Hospital Foundation
- Club 20 Education & Research Foundation
- Colorado Center for Nursing Excellence
- Colorado Children’s Campaign
- Colorado Consumer Health Initiative
- Colorado Public News
- Colorado Rural Health Center, in partnership with ClinicNet and Colorado Coalition for the Medically Underserved
- Evolve Communications, in partnership with Entravision
- Health District of Northern Larimer County
- Metro Organizations for People
- Regional Institute for Health and Environmental Leadership, in partnership with the Colorado Medical Society
- San Luis Valley Regional Medical Center
- Stapleton Foundation for Sustainable Urban Communities, in partnership with 2040 Partners for Health.

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These organizations will engage in a variety of communications, advocacy and leadership efforts to increase awareness and support for state and local health care issues, including what specific provisions of federal health reform will mean to Coloradans' health coverage and care. The Colorado Health Foundation is also providing funding for this effort.

For additional information about The Colorado Trust, visit www.coloradotrust.org.

About 9Health Fair

9Health Fair is Colorado's largest non-profit, volunteer-driven health fair program that promotes health awareness and encourages individuals to assume responsibility for their own health. Created by a National Institutes of Health project and 9NEWS, 9Health Fair's free and low-cost health screenings and education programs have earned unique endorsements from the Colorado Medical Society, the Colorado Nurses Association and the Colorado Hospital Association. Since 1980, 9Health Fair has impacted 1.7 million lives.

As an independent 501(c)(3) non-profit organization, 9Health Fair is proud of its financial management performance, keeping its administration and fundraising expense under 17 percent of its total budget, well under the industry average of 20-25 percent. Major sponsors for the 2010 9Health Fair include 9NEWS, Quest Diagnostics, GE and King Soopers. Special thanks to The Colorado National Guard for its continued 9Health Fair support through delivering supplies to volunteers and sites around the state.

For more 9Health Fair information, please visit www.9healthfair.org or call 303-698-4455.

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