



**COMMUNICATING for AMERICA**

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## **CA MEMBERS OVERWHELMINGLY SUPPORT INCLUDING ASSOCIATION GROUP INSURANCE IN THE NEW STATE EXCHANGES**

FERGUS FALLS, MN – More than 75 percent of Communicating for America (CA) members responding to a recent survey believe that Association Group Insurance should be included as an option for consumers in the state exchanges to be established as part of the recently passed health care reform legislation.

CA strongly believes that Association Group Insurance is an important option for those Americans purchasing their own health insurance. “Association Group Insurance uses the power of the association to provide members the buying power and administrative savings of employer based group coverage, while also offering the flexibility and portability of individual coverage” said Wayne Nelson, President of CA. “As an organization that has more than 35 years of experience serving the needs of rural America, CA has the unique insight and ability to tailor insurance policies to the needs of small businesses, farmers, and self-employed Americans, all of which are the back bone of our rural communities.”

CA members agree. “Anything which makes quality health care more affordable for my family can only be a good thing” responded one member. “I support as many options as possible to be eligible for competitively priced coverage” added another.

“Purchasing health insurance through reputable and established associations has served the needs of millions of Americans for several decades” Nelson continued. “CA believes that as health insurance costs continue to skyrocket, leaving more and more individuals without coverage every day, now is not the time to limit the options of consumers, but rather to offer consumers as many options as possible, which will increase competition and lower premiums for everyone.”

Communicating for America is a 38-year-old non-partisan and non-profit national association made up of farmers and small businesses all across rural America. For more information on CA, visit their web site at [www.communicatingforamerica.org](http://www.communicatingforamerica.org).

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