



# News Release

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FOR IMMEDIATE RELEASE

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## **Covered California Joined by the Mayors of Los Angeles and San Francisco in Final Drive to Get Californians Insurance Coverage**

- *With just days left in open-enrollment, Covered California will reach millions of people with television ads during Sunday's NFC Championship game between the Los Angeles Rams and San Francisco 49ers.*
- *The mayors of Los Angeles and San Francisco have joined the drive to help Californians get health insurance that is more affordable than ever before.*
- *Californians have through Jan. 31 to get comprehensive coverage from a name-brand health insurance company through Covered California, and many can get plans for \$10 or less per month.*

SACRAMENTO, Calif. — Covered California's final drive to get people enrolled in health care coverage, before the end of open enrollment, will get a major push on Sunday when it airs television ads during Sunday's NFC Championship game. The game, which will be played between the Los Angeles Rams and the San Francisco 49ers, will be watched by millions of Californians.

"More people than ever before have signed up for a plan through Covered California, and we're driving to a strong finish by getting more Californians across the goal line to coverage," said Peter V. Lee, executive director of Covered California. "California is sure to be going to the Super Bowl, and no matter who you are rooting for on Sunday, all Californians win when they have access to affordable insurance and the quality care that goes with it."

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The ads will air during the game in California’s four biggest media markets: Los Angeles, Sacramento, San Diego and San Francisco. The commercial, which is titled “[Portraits](#),” is part of Covered California’s “[This Way to Health Insurance](#)” campaign. It focuses on the expanded financial help that is now available to bring the cost of coverage within reach. The campaign has been airing statewide throughout open enrollment — in English, Spanish, Mandarin, Cantonese, Korean and Vietnamese — to engage California’s diverse population.



### **Mayors Join Covered California in Final Drive to Enroll the Uninsured**

The mayors of both cities are also joining Covered California in this push to get people insured. While each side will be hoping to emerge victorious on Sunday, they know that getting covered is a winning play for all Californians.

“We may be competing against each other on Sunday, but we agree that everyone deserves quality health care,” said Los Angeles Mayor Eric Garcetti. “The deadline is right around the corner, and now is the time to make sure you have access to care in 2022. Get covered, get vaccinated, and Go Rams!”

“On the field, our beloved Niners and the Los Angeles Rams will be fierce competitors this Sunday,” said San Francisco Mayor London N. Breed. “Off the field, we can come together to encourage all Californians, regardless of what team they root for, to sign up for this vital health care coverage. It’s not too late to enroll—and no matter the outcome of the NFC Championship game, it’s never too late to become a 49ers fan. Go Niners!”

### **Consumers Can Easily Check Out Their Eligibility and Options at CoveredCA.com**

Covered California’s open-enrollment period ends at midnight on Jan. 31. People who sign up before the end of the month will have their coverage start on Feb. 1. To make sure that the surge of calls that could be sparked by Super Bowl frenzy, Covered California is making sure its phone lines are open and consumers can access the independent insurance agents and enrollers across the state.

Those interested in applying for coverage can explore their options — and find out whether they are eligible for financial help — in just a few minutes by using the [Shop and Compare Tool](#) at CoveredCA.com. All they need to do is enter their ZIP code,

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household income and the ages of those who need coverage to find out which plans are available in their area.

“Many uninsured people do not know that they are eligible for financial help, which enables them to get coverage for \$10 or less, or even at no cost,” Lee said. “Even if you have checked before, visit CoveredCA.com and check again, because now is the time to sign up with this increased financial help.”

In addition to signing up consumers through its website, Covered California also partners with certified and licensed enrollers who provide free and confidential help throughout the state. Covered California works with more than 11,000 Licensed Insurance Agents, who have established more than 500 storefronts in communities across California. Consumers can visit <https://www.coveredca.com/support/contact-us/> and search for the agent nearest them. They can also call Covered California at (800) 300-1506 and get information or enroll by phone.

Covered California’s online enrollment portal and certified enrollers will also help people find out whether they are eligible for Medi-Cal. Medi-Cal enrollment is available year-round, and the coverage will begin the day after a person signs up. In addition, [people can apply for Medi-Cal](#) online or by picking up an application at one of the many county resource centers throughout the region.

### **About Covered California**

Covered California is the state’s health insurance marketplace, where Californians can find affordable, high-quality insurance from top insurance companies. Covered California is the only place where individuals who qualify can get financial assistance on a sliding scale to reduce premium costs. Consumers can then compare health insurance plans and choose the plan that works best for their health needs and budget. Depending on their income, some consumers may qualify for the low-cost or no-cost Medi-Cal program.

Covered California is an independent part of the state government whose job is to make the health insurance marketplace work for California’s consumers. It is overseen by a five-member board appointed by the governor and the Legislature. For more information about Covered California, please visit [www.CoveredCA.com](http://www.CoveredCA.com).

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