**Media Contact:**

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**[County Name] prescription discount program widely used since its introduction**

*County residents take advantage of free discount cards to save money on prescriptions*

**LOCATION (DATE) –** During the first [x] weeks since the introduction of the [County Name’s] free prescription discount program, county residents have filled [xxx] prescriptions with the cards at discounts averaging [insert percentage and dollar amount] per prescription. In all, [dollar amount] has been saved.

“We are pleased to see so many residents take advantage of this free program,” said [County Official]. “Our residents can really see significant savings on their prescription medications simply by presenting this card. There is no enrollment form, no membership fee and no restrictions or limits.”

[County Name] launched the program to help consumers cope with the high price of prescriptions. Through the program, the county is making the free prescription discount cards available through a partnership with the National Association of Counties (NACo). The program, which is free to the county and to residents, offers an average savings of 24 percent off the retail price of commonly prescribed medications.

“Cost-saving discounts like these are important to many county residents and families. We are pleased to be able to work with counties across the country to offer them,” said NACo President Bryan Desloge, commissioner, Leon County, Fla.

The cards may be used by all county residents, regardless of age, income or existing health coverage, and are accepted at [xx] county pharmacies. A national network of more than 65,000 participating retail pharmacies also honor the card. The card can be used on all prescriptions not covered by insurance, as well as on pet medications.

Residents can print an ID card at [www.nacorx.org](http://www.nacorx.org).Cards are also available at [insert distribution channels]. County residents can call toll-free 1/877.321.2652 or visit [www.nacorx.org](http://www.nacorx.org) for assistance with the program.

[County Name] joined more than [number] counties across the country currently offering the NACo Live Healthy Prescription Discount Card Program to residents. Since the program’s inception in [program launch], participating counties have saved their residents more than [$number] million on the cost of their prescriptions.

The program is administered by CVS Caremark.

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*About [County Name]*

*County boilerplate*

*About NACo*

*The National Association of Counties (NACo) unites America’s 3,069 county governments. Founded in 1935, NACo brings county officials together to advocate with a collective voice on national policy, exchange ideas and build new leadership skills, pursue transformational county solutions, enrich the public’s understanding of county government and exercise exemplary leadership in public service. More information at:* [*www.naco.org*](http://www.naco.org/)*.*