# ****M E D I A A D V I S O R Y****

**FOR RELEASE:**  
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**Media Contact:**County PIO/Spokesperson  
Phone Number  
e-mail address

[County Name] to Unveil Prescription Discount Card to Help Alleviate High Cost of Prescriptions

# *Free discount card offers average savings of 24 percent*

**WHAT:**  [Add County name], through a partnership with the National Association of Counties (NACo), is launching a free Prescription Discount Card program to help area residents with the high cost of prescription medications. The launch of the program will be announced during a press conference at [add location].

**WHY:** The current economic climate calls for ways to help residents reduce the high cost of much-needed prescription medications.

**WHO:** Speakers will include [add list speakers at the press conference, include titles].

**WHEN:** [Add Date & Time]

**WHERE:** [Add Location: Street Address, City]

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*[ADD ABOUT COUNTY BOILERPLATE]*

*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. For more information, visit www.naco.org.*