

Press Release

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UNITED WAY HELPS FAMILIES WITH PERScription DISCOUNT CARDS

If you don't have health insurance, or need medicine not covered by your insurance plan, you need the FamilyWize prescription drug discount card being distributed by Fond du Lac Area United Way. This card could lower the cost of your medicine by an average 35%. Fond du Lac Area United Way is providing these cards free-of-charge to anyone wanting one in Fond du Lac County. There are no age restriction, no income restrictions, no limit on how many times you can use it and no waiting to get a card. In fact, you can cut this one out and use it today.

"Healthcare costs are one of the top concerns for people in our community," said Tina Potter, Executive Director of Fond du Lac Area United Way. "40% of adults don't buy the medicine they need, have difficulty affording it or reduce the required dosage because of the high cost. The FamilyWize prescription drug discount cards will help individuals and families who otherwise could not afford to buy the medicine they need. Too many people have insufficient coverage, no prescription coverage or need medications not covered by their insurance, Medicare, Medicaid or VA benefits."

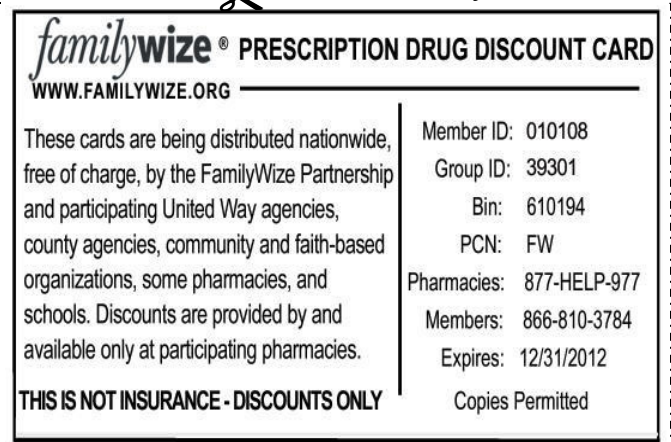
People with Internet access can go to www.FamilyWize.org to print a card, look up drug prices, and get a list of participating pharmacies.

FamilyWize cards can be obtained from participating local pharmacies, or by calling Fond du Lac Area United Way at 920.921.7010.

Fond du Lac Area United Way has joined more than 750 United Ways in all 50 states to save people \$30 million in the next year on the cost of their medicine. So far, more than 10 million cards have been distributed. There is more information on the program's website at www.FAMILYWIZE.ORG. The FamilyWize cards are accepted at all the Fond du Lac pharmacies.

"We invite all area organizations to contact us for a supply of cards, as well as every local business to get cards for all their employees and their families", said Potter. Just give us a call and we will drop them off or get them ready to be picked up.

"We hope everyone in the community will take the time to thank their pharmacist, Fond du Lac Area United Way and everyone else involved for the difference they are making in the lives of so many people in the community," said Dan Barnes, Co-Chair of the FamilyWize Community



When you present this card and your prescription to a participating pharmacy, you pay either the discounted or the pharmacy's retail price, whichever is lower. Your card can be used often as needed.

Service Partnership. The participating pharmacies in the community have agreed voluntarily to accept the FamilyWize cards and provide these savings to people in need.

Brown Printing, Independent Graphics and Rob-Win Press of greater Lehigh Valley, Pennsylvania donate the printing for the cards, Sappi Fine Paper provides some of the paper, FedEx Express donates the shipping of the cards and the pharmacy benefit manager provides a portion of the processing fee to cover the administrative costs. Fond du Lac Area United Way is coordinating the distribution of the cards locally.

Additional information about this program is available at Fond du Lac Area United Way and online at www.FamilyWize.org. or by calling the Fond du Lac Area United Way at 920-7010.

ABOUT THE FAMILYIZE PARTNERSHIP

In the spring of 2005, Dan and Susan Barnes decided to give a supply of free prescription drug discount cards to the Family Centers in the local schools in Bethlehem, Pennsylvania. They had heard of families who were having difficulty buying the medicine they needed because of the high cost and they wanted to do what they could to reduce the cost of prescriptions for families in the Lehigh Valley. As a result, they established the FamilyWize Community Service Partnership in the fall of 2005.

They invited a group of local and national companies to join together to provide this free assistance to people in need across the county. Now, more than twenty five thousand community and faith-based organizations, county and municipal agencies, doctors, pharmacies, public and private companies, and individuals across the country have joined together to reduce the cost of medicine for people in one out every three counties in the United States. More than 750 participating United Way agencies and America's Promise Alliance Partners in all 50 states have volunteered to coordinate the local distribution of the free FamilyWize prescription drug discount cards. One of the most common questions is how the cards can be distributed for free. The answer is that the savings on the cost of the medicine is provided voluntarily by the more than 53,000 participating local pharmacies that have agreed to accept prices for medications that are close to the prices they make available to large insurance companies. FedEx Express provides the shipping. Brown Printing, Independent Graphics and Rob-Win Press, located in the greater Lehigh Valley, Pennsylvania provide the printing. Sappi Fine Paper provides part of the paper and the Pharmacy Benefit Manager provides part of the processing fee included in the cost of the medicine to cover the administrative costs. For more information, visit www.FamilyWize.org.