**[ONE WEEK or X DAYS] Left to Enroll: What [STATIANS] Need to Know to Get Covered by the Deadline**  
*Tuesday, January 31 is the final deadline to enroll in coverage on the*  
*Health Insurance Marketplace*

**[CITY, STATE]** Tuesday, January 31 is the final deadline for [STATIANS] to enroll in coverage through the Health Insurance Marketplace during the open enrollment period for the Affordable Care Act. With just [X] days left, the clock is ticking and [STATIANS] should act now to make sure they have time to shop around, consider their options, and enroll in the plan that best fits their needs and budget.

Following the election, many consumers have questions about the future of the Affordable Care Act, and their ability to enroll in quality, affordable health insurance. As of now, nothing has changed about the fourth enrollment period – not plans, not prices, and not dates. Anyone who enrolls in coverage by January 31 will be able to use their coverage beginning on March 1. Medicaid enrollment is also open year-round, and consumers who apply and are eligible can enroll and begin getting services immediately.   
   
“So far, more than [X STATIANS – NUMBERS [HERE](https://downloads.cms.gov/files/addendum-final-marketplace-mid-year-2017-enrollment-report-1-10-2017.pdf)] have enrolled in coverage during this open enrollment period,” said[NAME AND TITLE]**.** “But there are still many who stand to benefit and need to take action before this Tuesday, January 31. That’s why we are encouraging [STATIANS] to start the process now to make sure there’s plenty of time for them to find the best plan for their family.”  
   
Everybody’s needs and financial situations are different, and plans and prices change every year, so all [STATIANS] should shop the options available to them. All Marketplace health plans are required to cover the basics – from preventive care, emergency services, prescriptions, and more. And quality protection comes at an affordable price for most [STATIANS], thanks to the financial assistance available to lower the cost of plans. In fact, [X% – PAGE 16 [HERE](https://downloads.cms.gov/files/addendum-final-marketplace-mid-year-2017-enrollment-report-1-10-2017.pdf)] of the [X] in [STATE] who have signed up so far are receiving financial help.  
   
In order to help [STATIANS]explore their options, there are a variety of resources available so that consumers can be confident that they are choosing the best plan for them. Free, local in-person help is available across [STATE], through certified assisters who can sit down one-on-one and answer questions about coverage and benefits. Scheduling an appointment is easy: simply use the [Get Covered Connector](http://getcoveredamerica.us7.list-manage.com/track/click?u=a8b479c3826ed06f183df0540&id=06da9b20dd&e=7495c03771) tool and choose a convenient time and location. Enroll America also offers a free, easy-to-use digital tool called the [Get Covered Plan Explorer](http://getcoveredamerica.us7.list-manage.com/track/click?u=a8b479c3826ed06f183df0540&id=ac02b06fe3&e=7495c03771), which helps consumers navigate the plans available to them and estimate their total health care costs for the year so they can pick the plan that best fits their needs and budget.   
   
**[OPTIONAL:]** Events for the **final days** of open enrollment in [CITY] include:   
**[DATE]**  
**[NAME OF LOCATION/EVENT]**  
[ADDRESS #1]  
[ADDRESS #2]  
[START TIME-END TIME]