



March 20, 2014

MNSure Announces “March to Enroll” Invincibles Week

Opportunities aimed at young adults in final week of open enrollment

With the 2014 open enrollment period entering its final weeks, MNSure is launching a statewide effort to reach “young invincibles” and encourage them to enroll in quality, affordable health insurance coverage by the March 31 deadline. The week will include enrollment opportunities at happy hours and college campuses as well as increased awareness online, at public events and during the NCAA March Madness broadcasts.

March to Enroll will focus on a final push to get uninsured people in the twenties and early-thirties enrolled. As part of that push, MNSure would like to highlight brokers who themselves are in this age range. If you are willing to be featured on our website, please contact Shane Delaney at Shane.M.Delaney@state.mn.us.

MNSure’s “March to Enroll” Invincibles Week includes:

Thursday, March 2

Press Conference Launch: Learning Commons, Saint Paul College, 235 Marshall Avenue, St. Paul

Navigator Victoria Quiroz from Portico Healthnet will speak about her experience helping young people enroll in health insurance coverage.

Scott Beauchamp, a young invincible featured in MNSure’s “20 Days, 20 Stories” campaign will share his MNSure success story.

Friday, March 21

Twitter Town Hall: [Twitter.com](https://twitter.com), noon – 1 p.m.

Interim CEO Scott Leitz will take over the @MNSure Twitter handle to answer your questions. Use #AskMNSure when submitting your questions.

MNSure Outreach with Barkhad Abdi and Faysal Ahmed, stars of Captain Phillips: Bryan Coyle Center, 420 15th Avenue South, Minneapolis, 5:30 – 7 p.m.

Barkhad and Faysal will share their personal stories about the importance of quality health insurance. MNSure outreach staff will be at the fest handing out information and answering questions about MNSure

Saturday, March 22

Firkin Fest: Happy Gnome, 498 Selby Avenue, St. Paul, noon – 6 p.m.

MNSure outreach staff will be at the fest handing out information and answering questions about MNSure.

Monday, March 24

Communication across college campuses

MNSure information will be distributed to students across all Minnesota State Colleges and Universities campuses.

Tuesday, March 25

Minneapolis Happy Hour: Pat's Tap, 3510 Nicollet Avenue South, Minneapolis, 4 – 6 p.m.

MNSure outreach staff will be at the fest handing out information and answering questions about MNSure.

Wednesday, March 26

Brewery Night: Great Waters Brewing Co., 426 St. Peter Street, St. Paul, 7:30 – 9 p.m.

MNSure outreach staff will be at the fest handing out information and answering questions about MNSure.

Thursday, March 27

St. Paul Happy Hour: Sweeney's Saloon, 96 Dale Street North, St. Paul, 4 – 6 p.m.

MNSure outreach staff will be at the fest handing out information and answering questions about MNSure.

Friday, March 28

MNSure Outreach with Barkhad Abdi and Faysal Ahmed, stars of Captain Phillips: Great River Regional Library, 1300 West St. Germain Street, St. Cloud

Barkhad and Faysal will share their personal stories about the importance of quality health insurance. MNSure outreach staff will be at the fest handing out information and answering questions about MNSure

Resources to encourage young invincibles to enroll:

You may use the attached infographic to post on your Facebook page, website, email or Twitter. We will have printed versions available at all of the events and it includes the website or phone number to call to find a broker in their area. We will also have Wi-Fi at all sites to locate a broker for the potential enrollee to contact for assistance.

Nag toolkit: <http://www.nagtoolkit.com/>

AARP “Nudge” E-cards: <http://www.aarp.org/ws/affordable-care-act/mom-means-it/>

Further Info/Help

Email the broker team: brokers@mnsure.org

Call 1-855-366-7873, press 1-8-2 you will not be prompted

Check the [Broker Resource Page](#) for news and updates regularly.

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