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 **IMMEDIATE RELEASE**

*Date*

For more information:

*Chamber contact name*

*Title*

*Chamber Name*

*Phone number*

*Email*

*(Chamber Name*) Announces Chamber Blue of Kansas

Association Health Plan powered by Blue Cross Blue Shield of Kansas

*(CITY)*, KANSAS - The (*Chamber Name)* Chamber of Commerce is excited to announce a new partnership with Blue Cross Blue Shield of Kansas (BCBSKS) and Chamber of Commerce Executives of Kansas (CCEKS). This partnership stitches together 26 other local Chambers of Commerce across Kansas to offer an Association Health Plan called Chamber Blue of Kansas.

The *(Chamber Name)* and all chambers involved in this partnership realize and recognize that recruiting and retaining talent is vital for business and industry of all sizes, especially small businesses. Having access to trusted health insurance benefits are a crucial piece to that success. According to SBA statistics, small businesses equate to over 99.1% of all businesses in Kansas with a combined total of 605,147 small business employees in Kansas.

An Association Health Plan is a type of group medical insurance for organizations that allow smaller companies to access the health insurance savings associated with large group medical coverage. Through this, small business, non-profits, and organizations can band together to purchase insurance. That allows more people in the pool, which lowers risk across the pool, and provides more health insurance options, potentially with much more competitive premiums.

Blue Cross Blue Shield of KS has the largest provider network in Kansas with 99% of physicians in-network, and 100% of hospitals in network. BCBSKS also provides a very robust package of health care solutions like their HealthyOptions program, which is a powerful set of services, tools, and one-on-one support to live a healthy life at no extra cost as a BCBSKS member.

(*sample verbiage for information meetings)*

Interested business owners, non-profits, and organizations are encouraged to attend one of three information sessions to be held on Friday, March 11, 2022, from 8:00 a.m. to 9:00 a.m., 12:00 p.m. to 1:00 p.m., and 4:00 p.m. to 5:00 p.m. in the Salina Area Chamber of Commerce Visit Salina Annex located at 120 W. Ash St. in Salina. The partnership will continue to host information sessions and answer questions with the goal of all interested organizations completing an interest survey during August 2022. The initial rates will be determined in September 2022 based on groups/businesses that have completed the survey and plans will become effective January 1, 2023.

For more information regarding the qualification criteria and more interested parties are asked to visit <https://www.bcbsks.com/chamberblueks> or contact the *(Chamber name, phone number)* or by email at (e*mail address).*

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The (*Chamber Name)* was established in (*date established)*. It is a not-for-profit 501c(6) chartered organization of business, industry, professional men and women and individuals working together to build a healthy economy and improve the quality of life and advocate and elevate our members’ economic prosperity and are the catalyst for our community’s future.

As a private not-for-profit 501(c)6, Chamber of Commerce Executives of Kansas (CCEKS) operates with the primary goal of serving its membership by providing excellence in professional development, networking, resources, and idea exchange opportunities. Also, CCEKS provides guidance and leadership training to chambers across the state and the board members who serve in local communities.