



FOR IMMEDIATE RELEASE

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## New TV Ad: Small Business Backs Reform; Thanks Key Members for Support

\*\*\* Watch the ad here: [www.mainstreetalliance.org/whatsmallbusinessneeds](http://www.mainstreetalliance.org/whatsmallbusinessneeds) \*\*\*

WASHINGTON —The [Main Street Alliance](http://www.mainstreetalliance.org), a national small business coalition, and the [National Education Association](http://www.nea.org) have teamed up to launch a new advertising campaign highlighting small business' support for health care reform and thanking members of Congress for championing the urgent change we need.

The TV ad, *What Small Business Needs*, starts today and will run through August 18 in the districts of Reps. Leonard Boswell (IA-03), Carol Shea-Porter (NH-01), Harry Teague (NM-02), Bob Etheridge (NC-02), Charlie Wilson (OH-06), Tom Perriello (VA-05) and Steve Kagen (WI-08). The Main Street Alliance is also running the ad thanking Representative Mark Schauer (MI-07).

"Our employees are like family," small business owner **Dan Sherry** says in the 30-second spot, "But right now we can't afford to provide them with health insurance." Sherry owns Kennedy's Creative Awards, a family engraving business founded 70 years ago in Waukegan, Ill. He's been uninsured himself since his family's coverage lapsed three years ago. When they sought to reinstate it, Sherry was denied coverage for a pre-existing condition...high cholesterol.

Dan Sherry is a member of the Main Street Alliance, a national network of small business coalitions working with small business owners to build a new voice on health care. NEA is the nation's largest labor organization, representing more than 3 million education employees.

"As the nation's largest labor organization, we have a responsibility to help support rebuilding the middle class during these tough economic times," said **Dennis Van Roekel**, president of NEA. "Small businesses across the country are struggling. These businesses are part of the foundation that helps sustain great public schools. Their employees need to be able to send their children to school healthy and ready to learn. It is essential that we fix our health care system so it works for students, families, and businesses."

H.R. 3200, the "America's Affordable Health Choices Act," has passed the three committees of jurisdiction in the House of Representatives and will come to a floor vote in the House in September. "This bill will lower health care costs for small businesses," Sherry concludes. "That's what we need – now."

"Reform that includes a health insurance exchange, a strong public health insurance option, insurance market reforms and tax credits for small businesses will promote transparency, increase competition, and drive down costs for small businesses," said **Dave Mason**, legislative & policy director for the Main Street Alliance. "These elements of H.R. 3200 are essential to make health care work for Main Street and allow small businesses to do their part for economic recovery."

(more)

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**SCRIPT:**

<u>VIDEO</u>	<u>AUDIO</u>
Exterior of Store Dan on camera Graphic: Dan Sherry Owner, Kennedy's Creative Awards	<b>DAN SHERRY</b> We're a second generation family business. My wife's parents started the company in 1939.
Dan with employees	Our employees are like family, but right now we can't afford to provide them health insurance.
Dan on camera	And I can't get coverage for my own preexisting condition.
Dan with employee Dan with customer	Small businesses like ours will create the jobs that will help us get out of the recession.
Dan with customer outside	But to stay competitive we need help.
Dan on camera	There's a bill in Congress that will lower health care costs for families and businesses. That's what we need -- now.
<b>Graphic:</b> Thank Congressman Boswell for supporting quality affordable health care now. 515-282-1909	
Paid for by The Main Street Alliance, Community Organizations In Action & The National Education Association	

**About the Main Street Alliance:**

*The Main Street Alliance is a national network of small business coalitions working with small business owners to build a new voice on health care. Alliance small business owners share a vision of health care that works for business owners, employees and the economy. [www.mainstreetalliance.org](http://www.mainstreetalliance.org)*

**About the National Education Association:**

*The National Education Association is the nation's largest professional employee organization, representing 3.2 million elementary and secondary teachers, higher education faculty, education support professionals, school administrators, retired educators and students preparing to become teachers. [www.nea.org](http://www.nea.org)*

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