



Pre-Launch News Release

FOR IMMEDIATE RELEASE
FROM THE OFFICE OF THE MAYOR

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BRUNSWICK To Provide Residents with Easy-to-Use Program that can Help Save Money on Prescription Drug Purchases

In current economic climate, where people are watching their spending, prescription discount card can offer average savings of 20 percent off retail price

— Brunswick will soon introduce a program that will provide its residents with a new tool that can provide some relief from the high cost of prescription drugs. The city is making free prescription drug discount cards available to city residents through a program sponsored by the National League of Cities (NLC). The discount cards offer average savings of 20 percent off the retail price of commonly prescribed drugs.

Available as of **March 28, 2009**, the discount cards may be used by all residents of Brunswick and has no restrictions based on the resident's age, income level, or existing health coverage. The NLC card can be used when purchasing prescription drugs at approximately [insert number] pharmacies around the city, as well as at more than 59,000 participating retail pharmacies across the country.

"In the current economic climate, where many people are watching what they spend, the NLC prescription discount card will offer significant savings on the purchase of prescription medications for our residents," said Mayor Dale Strasser. "Whether or not an individual has prescription coverage, this program can make it easier for our residents to afford the drugs they need to deal with a short-term illness or stay healthy by managing a chronic condition."

NLC and Brunswick are able to make these money-saving cards available to city residents at no cost to the individual. A future announcement will provide information on how and when residents may obtain the cards.

"Not only does the NLC prescription discount card help residents save money on their medications, it is easy to use," said Mayor Strasser. "Brunswick residents only have to show their card when purchasing medication at one of the many participating pharmacies. There is no enrollment form required to get a card, no membership fee of any kind and city residents and their family members can use the card any time their prescriptions are not covered by insurance."

The discount card program is administered by CVS Caremark.

About The National League of Cities

The National League of Cities (NLC) is the nation's oldest and largest organization devoted to strengthening and promoting cities as centers of opportunity, leadership and governance. NLC is a resource and advocate for 19,000 cities, towns and villages, representing more than 218 million Americans. To learn more about NLC, go to www.nlc.org.

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