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Countering the Governor's "On Your Own" Health Care Philosophy:

California's 365 Day, 365 City Grass Roots Campaign For Universal Health Insurance Kicks off August 12 in Morro Bay

California's leading single-payer health advocacy organization, "Health Care for All—California", is launching a year long campaign of education and activism in 365 of the state's largest cities.

The kick-off event, at Morro Bay City Park on August 12, will feature a two-hour Surf Band Contest and presentations by local health and elected officials and activists supporting Senator Sheila Kuehl's universal health care legislation, Senate Bill 840.

"This day of activism event is just one aspect of the OneCareNow campaign," says Morro Bay campaign director Pat Harris-Lakin, from the San Luis Obispo Chapter of Health Care for All. "In all 365 cities, over the next year, volunteers will be staging varied events to highlight the plight of the uninsured and underinsured of California. We will also be reaching out to businesses and voters in the community to teach them about the great benefits and savings of universal health insurance as detailed in Senate Bill 840."

The OneCareNow.org campaign website lists Morro Bay and then the next 30 cities where separate "events" will be staged, with one event per day in a different city for one entire year. The campaign will build from the 365th largest to the #1 city, Los Angeles, with an event planned for August 12, 2007.

One week later, on August 19, 2007, the campaign will bring all 365 cities together for a day-long rally in Sacramento just at the time of the final legislative vote on SB 840.

"While the Governor fiddles with more summits about on-your-own health care, everybody else knows that this crisis demands bold action like SB 840," says state OneCareNow campaign director, Andrew McGuire. "But first it will take a grass roots, people-to-people campaign to break the powerful grip of the health insurance and drug industry lobbies."

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(Note: The OneCareNow.org Campaign has released a new 20-minute documentary entitled "The Health Care Solution: California OneCare". Please call for a copy.)