



MEDIA ADVISORY

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**CONTACT: Nicole Korkolis
Carmen Group
212-983-6100
korkolisn@carmengroup.com**

**America's Agenda Summit Conversations Launches
Virtual March on Washington for Healthcare Reform**

**Facebook-based viral campaign lets people tell personal
healthcare stories to Congress**

WASHINGTON, DC – America's Agenda Summit Conversations has launched a virtual march on Washington as part of an innovative effort to remind our elected leaders of the hardship, costs and sacrifices the current healthcare system is causing all Americans.

The march, which is being held on Facebook (and can be found at <http://tinyurl.com/StepsToVirtualMarch>) lets people share their personal stories through the submission of pictures that will then be edited into a video clip and shared with Congress, as well as distributed online and through the media. Directions for participation can be found at <http://tinyurl.com/virtualmarchsteps>.

"We know the costs are profound and that behind every number is a story and behind every story there are untold sacrifices," said Doug Dority, president of America's Agenda. "We're looking to make it personal and the Internet is a great way to do that. It's a relatively easy and effective way to engage them in the conversation."

The virtual march is a part of the Summit Conversations series sponsored by *The America's Agenda Healthcare Education Fund*. The Summit Conversations are designed to highlight the emerging national consensus on key components of a reformed 21st century healthcare system, including the need for greater emphasis on disease prevention, greater care coordination in managing chronic diseases, improvements in health information technology and the need to restructure patient and provider incentives in a modernized American healthcare system.

The first Summit was launched January 28 at the University of Miami with President Donna Shalala as host. The most recent event was held March 10 at Washington University in St. Louis, with co-hosts Dr. William Peck, founder of the Center for Health Policy at Washington University, and former House Majority Leader Dick Gephardt. Highlights of the Summits are available at www.summitconversations.org.

Additional Summits have been planned for April 7 at the University of Wisconsin in Madison with former HHS Secretary Tommy Thompson as host, and May 6 at the University of California-San Francisco where Dr. Stephen L. Hauser; chair of the Department of Neurology, will host.