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**WOMEN OF COLOR UNITED FOR HEALTH REFORM
TARGETS KEY DEMOCRATS WITH ADS**

Internet Ads Target Senators Lincoln, Bayh and Hagan

(Washington, DC) Today, Women of Color United for Health Reform has begun advertising on the hometown newspaper internet portals of key Democratic Senators in Arkansas, Indiana, and North Carolina. The ads will run on Arkansasonline.com, IndyStar.com, and Charlotteobserver.com targeting Senators Blanche Lincoln (D-AR), Evan Bayh (D-IN), and Kay Hagan (D-NC).

“As the Senate takes up health care reform it is important that every senator remembers that for health care to work, it must work for women of color,” said Miriam Yeung, Executive Director of the National Asian Pacific American Women’s Forum. **“From the home front to the workplace, women of color bear much of the burden for keeping America working. It’s time health care worked for them.”**

A national ad is running concurrently on Politico.com and Huffingtonpost.com. The text of the advertisements reads: “For Health Care to Work, It Must Work for Women of Color. Call your Senator to Support Health Reform.” Each state ad features a photograph of that state’s senator and the phone number to his or her office.

Women of Color United for Health Reform is a national coalition led by the National Asian Pacific American Women’s Forum, the National Latina Institute for Reproductive Health, and the Black Women’s Health Imperative. Over the past several months, Women of Color United for Health Reform has been working to elevate the voices of women of color to ensure that we secure real reform that benefits all women, families, and communities. In October, we connected over 400 women with senior officials in the White House for a conference call and organized over 1,000 calls to Congress. For more information about the coalition and its activities, visit www.womenofcolorunited.net.

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