

*****NEWS RELEASE*****

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CCHF's "NOTaMarketplace" Billboard Campaign Exposes Federal Deception in Rebranding PPACA Health Insurance Exchanges

Leading Health Freedom Advocacy Group Launches New Ad Campaign to Show American Realities of the PPACA Health Insurance Exchanges

Key Points:

- **Citizens' Council for Health Freedom (CCHF)** launched a new billboard campaign today aimed at **exposing the federal government's deception of the American public** in rebranding Patient Protection and Affordable Care Act (PPACA) health insurance exchanges as "marketplaces."
- The new campaign exposes research conducted by the left-leaning Herndon Alliance that determined that "marketplace" is the best word to use to garner the American public's support for the unpopular, expensive, intrusive, and federally-controlled government health insurance exchanges and points people to a website, NOTaMarketplace.com, that reveals the realities of these exchanges.
- The campaign is comprised of Minneapolis-area billboards as well as radio features and a website.



ST. PAUL, M.N. – The *Citizens’ Council for Health Freedom (CCHF, www.cchfreedom.com)* launched a new billboard campaign today aimed at **exposing the federal government’s deception of the American public** in rebranding Patient Protection and Affordable Care Act (PPACA) health insurance exchanges as “marketplaces.”

The new campaign exposes research conducted by the left-leaning Herndon Alliance that determined that “marketplace” is the best word to use to garner the American public’s support for the unpopular, expensive, and intrusive health insurance exchanges. As a result, both the U.S. Department of Health and Human Services, as well as individual states like Minnesota, California and Connecticut, has changed its terminology in discussions and official documents related to the exchange.

“Federal and state-based government health insurance exchanges are anything but the innocuous marketplaces they are made out to be,” said Twila Brase, President of the Citizens’ Council for Health Freedom. “Whereas marketplaces are free, open systems where people can buy or sell goods and services freely and with little regulation or outside influence, exchanges are the opposite. Through exchanges, the government limits available insurance by making plans subject to a host of federal regulations. Exchanges are also not voluntary if you want health insurance and there is nowhere else to go, or if you need the subsidies to afford the mandated policies. Exchanges also breach personal privacy through broad cyber-sharing of personal income, employment, and medical data without informed consent, and finally, they place undue burdens on states that must pay for what is essentially a federal entity and on employers who face stiff penalties for a whole host of potential ‘misdemeanors’. Indeed, they are far from innocuous, and far from marketplaces.”

CCHF’s campaign is comprised of Minneapolis-area billboards, and also includes a series of short radio features that expose the truth about exchanges and a website that provides the public extensive information and resources supporting CCHF’s claims.

“We’d like to see billboards of this nature erected in every state in the nation,” Brase concluded. “Americans need to understand exactly what’s being sold to them and what the impacts may be before throwing their support or opposition toward it.”

The *Citizens’ Council for Health Freedom* provides extensive research and resources for individuals that want to better understand the Patient Protection and Affordable Care Act – also known as PPACA– law and the potential impact on healthcare and insurance coverage. For more information, citizens can visit www.cchfreedom.org.

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Twila Brase is president and co-founder of the Citizens’ Council for Health Freedom. She has been called one of the “100 Most Powerful People in Health Care” and one of “Minnesota’s 100 Most Influential Health Care Leaders.” The Council’s efforts have stopped government-issued treatment directives, added informed consent requirements for access to patient data and defeated a proposed Health Insurance Exchange. Brase’s daily radio commentary, Health Freedom Minute, is a 60-second radio address on pressing health care issues. She has been interviewed by CNN, Fox News, Minnesota Public Radio, NBC Nightly News, NBC’s Today Show, NPR, New York Public Radio, the Associated Press, Modern Healthcare, TIME, The Wall Street Journal, The Washington Post and The Washington Times, among others.