

FOR IMMEDIATE RELEASE



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**LOCAL UNITED WAY & OTHER NON PROFITS PARTNER WITH FAMILYWIZE TO
REDUCE PRESCRIPTION COSTS FOR THE MOHAWK VALLEY COMMUNITY**

FamilyWize Cards are Available at Various Locations

Utica, NY (December 4, 2008) — United Way of the Valley & Greater Utica Area is pleased to announce its partnership with local nonprofit organizations to join the FamilyWize Prescription Drug Discount program, an effort that hopes to save over \$100 million in the US in five years.

“We hope that our community will take advantage of this program,” says Phil Hayne, Executive Director of the United Way of the Valley & Greater Utica Area. “United Way is dedicated to keeping families healthy and the FamilyWize program is not only a way to keep us healthy, but to also save money for our community.”

The FamilyWize Prescription Drug Discount Card enables you to receive discounted pricing on prescription drugs. This is not insurance. Rather, it is a program that offers immediate discounts on prescription drugs at participating pharmacies. Simply present your card with each prescription from your doctor to the participating pharmacy at the time of purchase to receive your discounts. If you need to transfer a prescription, bring your empty prescription bottle or label with you to the pharmacy.

This card allows you to save an average of 20% off the pharmacy's usual and customary retail price of prescription drugs, with the highest savings on generic drugs.

Your cost for medication will be the discount price offered through this program, or the pharmacy's usual and customary retail price, whichever is lower. This means you are assured the lowest price in that store, at the time you purchase the medication. If the pharmacy's price is lower, there is no savings or discount.

FamilyWize cards are like library cards – you pick one up at one of the following locations and use every time you are at a participating pharmacy.

United Way of the Valley & Greater Utica Area
270 Genesee Street
Utica, NY 13502
315.733.4691

- more -

The Arc Oneida-Lewis Chapter

245 Genesee Street
Utica, NY 13501
315.735.6477

Family Services of the Mohawk Valley

401 Columbia Street, Suite 200
Utica, NY 13502
351.735.2236

Greater Utica Community Food Resource

108 Bleecker Street
Utica, NY 13501
315.733.0346

Hospice

4277 Middle Settlement Road
New Hartford, NY 13413
315.735.6484

Johnson Park Center

26 Johnson Park
Utica, NY 13502

Salvation Army

14 Clinton Place
Utica, NY 13501
315.724.8736

Thea Bowman House

731 Lafayette Street
Utica, NY 13502
315.797.0748

YMCA

83 E. Main Street
Mohawk, NY 13407
315.866.6570

For further information and details on FamilyWize, please contact United Way of the Valley & Greater Utica Area at 315.733.4691.

About FamilyWize

The goal of the FamilyWize partnership is to reduce the cost of medicine for children, families and individuals by \$100 million in five years. We believe that stronger, healthier and happier people make healthier, better communities and a stronger, gentler nation.

We deliver these savings by distributing free prescription drug discount cards. These cards are donated free of charge to the organizations and agencies helping to distribute the cards and to the people receiving the cards.

The FamilyWize community service partnership was established in 2005 by Dan and Susan Barnes in Lehigh Valley, Pennsylvania to reduce the cost of medicine for people who live and work in the Lehigh Valley. Other communities quickly heard about the program and started asking if they could get cards for their communities. Sadly, most families in the United States are in need of a FamilyWize card, either because they have no health insurance or they have to buy medicine that is not covered by their insurance, Medicaid or Medicare plans.

More than twenty five thousand community and faith-based organizations, county agencies, doctors, pharmacies, companies, and individuals across the country are now joined together in this partnership to distribute free FamilyWize prescription drug discount cards in their communities, reducing the cost of medicine for people in one out every four counties in the United States. More than 625 participating United Way agencies, America's Promise Alliance Partners, and individual counties in all 50 states have volunteered to coordinate these distribution efforts. You can help too by telling and emailing your friends to let them know about this free resource, and asking them to email or tell their friends as well.

The savings on the cost of the medicine is provided by the more than 53,000 participating local pharmacies that have agreed voluntarily to accept prices for medications that are close to the prices they make available to large insurance companies and employers. All other program costs are provided by in-kind donations from the program sponsors and by part of the processing fee included in the cost of the medicine.

For more information, visit www.familywize.com.

About United Way

United Way of the Valley & the Greater Utica Area is a local, independent non-profit organization funding area programs and services that address the most crucial local community issues. United Way's strength is its ability to improve lives by mobilizing its partners to create positive, sustained change in community conditions and to focus on results. For more information, visit www.unitedwaygu.org or call 315.733.4691.

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