State of Idaho

DEPARTMENT OF INSURANCE

C.L. "BUTCH" OTTER
Governor

700 West State Street, 3rd Floor P.O. Box 83720 Boise, Idaho 83720-0043 Phone (208)334-4250 FAX # (208)334-4398 Website: http://www.doi.idaho.gov WILLIAM W. DEAL Director

NEWS RELEASE

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CONTACT: Tricia Carney 208-334-4312 tricia.carney@doi.idaho.gov Cell 208-850-2342

SHIBA OFFICE WINS NATIONAL MATURE MEDIA AWARD

BOISE ID (October 22, 2013) – The Senior Health Insurance Benefits Advisors (SHIBA) office of the Idaho Department of Insurance has been honored with a Merit award from the Mature Market Resource Center for its 2012-2013 public relations campaign, "SHIBA Has Answers." Hundreds of local, state and national organizations enter the annual competition.

"Our SHIBA network of volunteers provides a valuable service to seniors throughout the state," says Department Director Bill Deal. "Their mission is to provide information, counseling and assistance with Medicare coverage issues at no cost to Idaho consumers."

SHIBA's campaign included television and print advertisements reaching out to Idaho's senior population and making them aware of the free, unbiased Medicare information and assistance available through the new call center and counseling services offered by trained SHIBA staff and volunteers.

The awards are given to honor the best marketing, communications, educational materials and programs for seniors. Entries were judged based on format, content, creativity, relevance and overall quality.

About the Department of Insurance

The Idaho Department of Insurance has been regulating the business of insurance in Idaho since 1901. The mission of the Department is to equitably, effectively and efficiently administer the Idaho Insurance Code and the International Fire Code. For more information, visit www.doi.idaho.gov.