



PRESS RELEASE

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FOR IMMEDIATE RELEASE

iCare

(Milwaukee, July 17, 2017) Independent Care Health Plan (*iCare*) is proud to announce that it is a Gold sponsor for the 5th annual Disability Pride Festival being held in Madison at Tenney Park on July 29th. This is the second year *iCare* has been a sponsor. Participation in the festival is a natural fit for *iCare* and its staff, who have years of experience providing access to needed health care services and community resources for those with special needs and limited means.

Care Management staff from *iCare*'s Madison office will be hosting an informational table to let people know about the publicly funded health care benefits offered through *iCare*'s managed care plans. Independent Care's Family Care Partnership Supervisor Jenna Ewald stated, "*iCare* is building its presence in Dane County. We want to show how dedicated we are to our community by supporting people with disabilities the best way we can. People will have a chance to learn about who we are and how we can help. Not only that, but people will get a chance to meet the caring staff who make it all happen." Independent Care currently offers Medicaid SSI, Medicare Advantage and Family Care Partnership managed care programs in Dane County.

– Next –

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Kate Moran, President of the Board of Disability Pride Madison stated, "We are so happy to partner with *iCare* and appreciate the consistent support *iCare* gives to our community. The festival will be a great opportunity for all the diverse parts of our disability community to come together and celebrate. Please join us in celebrating the 27th anniversary of the ADA."

This year the Disability Pride Festival will kick off its 5th year with the dedication of a 25' ramp, made possible through collaboration with local mobility experts. The ramp will help expand opportunities for access to community events in Madison. Each year, the festival brings together artists, performers, advocates, and organizations to celebrate the contributions made by people with disabilities to the local community.

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About Independent Care Health Plan (*iCare*)

Independent Care, a 4.5-star health plan, currently provides managed care coverage for approximately 28,000 people throughout Wisconsin and is jointly owned by the Milwaukee Center for Independence, a Milwaukee non-profit rehabilitation agency, and Humana, a large national insurer. For more information about *iCare* visit www.icarehealthplan.org or go to our Facebook page or Twitter account.

Disability Pride Madison is a group of people with disabilities and their loved ones who advocate for the full appreciation of people with disabilities by society. DPM promotes the art and culture of people with disabilities, disability justice and intra-disability solidarity. They believe that community supports are far cheaper than nursing homes, and fight for nursing home emancipation, meaningful jobs and full social inclusion.

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