CalPERS Long Term Care Marketing Campaign 2015



Because they might not be able to care for you someday...

WhyLongTermCare.org



A series of four campaign messages with visuals



Because accidents do happen...

WhyLongTermCare.org





Because most of us can't afford \$260 per day...

WhyLongTermCare.org





Because some care is not covered by your health insurance...

WhyLongTermCare.org



Applications

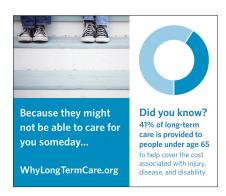


Because most of us can't afford \$260 per day...

WhyLongTermCare.org



Electronic and print billboards



Social media posts





Find out more about CalPERS Long-Term Care and see if you qualify at **WhyLongTermCare.org** or by calling (800) 205-2020

WhyLongTermCare.org (800) 205-2020



Newspaper ads

