



**FOR IMMEDIATE RELEASE**  
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## **New TV Ad: Maine Small Business Owner Makes the Case for Health Care Reform**

**\*\*\* Watch the ad here: [www.mainstreetalliance.org/mainesmallbusiness](http://www.mainstreetalliance.org/mainesmallbusiness)\*\*\***

**PORTLAND, ME.** —The [Maine Small Business Coalition](http://www.mainepeoplealliance.org) and the [Main Street Alliance](http://www.mainstreetalliance.org) have teamed up to launch a new TV advertising campaign highlighting Maine small business owners' support for health care reform and urging Senators Olympia Snowe and Susan Collins to support small businesses by supporting a strong health care reform bill in the Senate this fall.

The TV ad starts today and will run through the end of August in the Portland, Bangor and Presque Isle broadcast markets and on cable TV throughout the state. It features Kennebunk small businessman John Costin, owner of a custom veneer shop, talking about the importance of health care reform for Maine's small businesses.

"We're not able to provide health insurance for our employees. We can't afford to do it," says Costin in the ad. Costin had previously received health insurance through his wife's employer, but she recently lost her job, putting their family's health and the survival of his business in jeopardy.

"Small businesses like mine create jobs," said Costin. "Being able to get health coverage will help me stay competitive."

Costin is a member of the Maine Small Business Coalition, an alliance of more than 1,500 Maine businesses working together to have a voice in health care reform. The MSBC is a founding member of the Main Street Alliance, a national network of small business groups working with to build a new voice for small business owners at the national level.

Members of the coalition hope that Collins and Snowe, who are playing central roles in the national health care debate, will help to pass legislation that focuses on the needs of Maine's small businesses. In particular, business owners support the implementation of a public health care option that will protect their bottom lines from skyrocketing private health insurance premiums.

"Reform that includes a health insurance exchange, a strong public health care option, insurance market reforms and tax credits for small businesses will promote transparency, increase competition, and drive down costs for Maine businesses," said Dean Powers, director of the Maine Small Business Coalition. "These reforms are essential for a state like Maine that relies so heavily on small businesses to drive our economy. We hope that Senators Snowe and Collins do their part to make it happen."

"Small businesses cannot afford the price of failing to fix our broken health care system," said Dave Mason, Legislative & Policy Director for the Main Street Alliance. Recent economic research from the Small Business Majority indicates that without health reform, small businesses will pay almost \$2.4 trillion in health care costs over the next ten years, and annual health costs for small businesses will double by 2018.

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**SCRIPT:**

I'm John Costin, I own Veneer Services Unlimited.

We're not able to provide health insurance for our employees. We can't afford to do it.

I get my health insurance through my wife's job, but she just got laid off this spring.

Small businesses are very important for the Maine economy. Being able to provide health insurance will allow my business to be more competitive.

There's a bill in congress that would lower health care costs for businesses and families. We need to tell Senators Snowe and Collins that they can make a difference.

***About the Maine Small Business Coalition:***

*The Maine Small Business Coalition represents more than 1,500 small business owners and entrepreneurs who make up the backbone of Maine's economy. The coalition supports regulation and oversight of the health insurance market and a federal public health care option to bring down costs, allowing our members to cover their employees and stay in business.*

***About the Main Street Alliance:***

*The Main Street Alliance is a national network of small business coalitions working with small business owners to build a new voice on health care. Alliance small business owners share a vision of health care that works for business owners, employees and the economy. [www.mainstreetalliance.org](http://www.mainstreetalliance.org)*

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