

Music: uplifting

Open on a sunrise. A large title comes on screen.

Title: Healthcare for all

Cut to a boy shopping for cleats with his dad. The box frames him.

Title: means football for Derek.

We see a woman watching her kids play at the park. The box frames her smile.

Title: peace of mind for Maria.

We see an older man lacing up his basketball shoes. The box frames him.

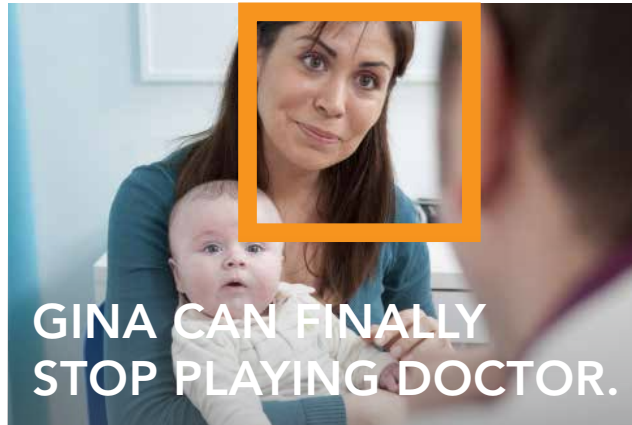
Title: more jump shots for Alan.

We see a little boy smiling with his new glasses. The box frames him.

Title: a clear chalkboard for Sam.

We see a woman eating dinner with her family. The box frames her.

Title: A mammogram for Alice.



Find your plan today
at healthillinois.org

We see a Mom and her son at the doctor, who is looking in his ear. The box frames mom's face.

Title: Gina can finally stop playing doctor.

AVO: Affordable healthcare for all is coming. What will it mean to you? Go to [healthillinois.com](https://healthillinois.org) to find the plan that's right for you and your family. Sign up today.





Open on a 20 something skateboarding. He's going down handrails, etc. Carefree.

AVO: Bill lives life as though he's surrounded by an invisible force field that protects him from bad things. Bill's not crazy, he's 26.

Fortunately, Bill can sign up for affordable healthcare on the internet.

We see Bill take a big wipeout.

AVO: Just in case that invisible forcefield goes down some day.

Title: Sign up now, Bill.

Title: healthillinois.com



Sign up today at
healthillinois.org





Wellinois
:30 ANTHEM TV
“Welcome to the New State of Healthcare”

VISUAL: We see different real people all ages, from all walks of life holding welcome signs. Interwoven within this imagery we see nurses and doctors welcoming people into their offices.

VO: Welcome to a place where you can now breathe a little easier.

Where if you break an arm or sprain an ankle the only thing you have to worry about is following doctor’s orders.

Where pre-existing conditions no longer place conditions on your health care.

Where everyone, regardless of age or gender or income, can have healthcare coverage.

Welcome to The New State of Healthcare.

To sign up, all you have to do is visit illinoishealth.org.





Wellinois
:30 TV
"Bill"

AVO: Welcome to Wellinois, where Bill, who believes he wears a mask and cape rather than a baseball cap and sweatshirt, can continue to think he's invincible as he attempts to leap tall piles of stuff in the alley, but can also take advantage of affordable healthcare. Just in case his super powers one day fail him.



Affordable healthcare is available for millions of Illinois residents. All you have to do to sign up is visit illinoishealth.org by March 31st.

Welcome to The New State of Healthcare.