

Long Term Care Insurance Brokerage Announces Chain of Press Information Websites

In Most Areas, Facts from Local Experts Now Available to Reporters, Broadcasters, and the Public

KIRKLAND, Wash. – September 6, 2005 (SEND2PRESS NEWSWIRE) – The Partners of LTC Financial Partners LLC (with offices across the country) want to be the best sources of long term care insurance information in their local areas. To that end, the organization announced today a chain of websites that will feed facts to the press. The sites are also available to the general public.



Send2Press® Newswire “Most

Americans don't realize the danger they're in and how to protect themselves,” says Cameron Truesdell, CEO of LTC Financial Partners. “Local newspapers, radio, TV, magazines, newsletters, and blogs can spread the word and really make a difference. Our Partners will give them the ammunition.”

The danger, Truesdell explains, stems from a gap in health insurance protection. “Regular insurance doesn't cover the care you need for longer-lasting injuries or illnesses.” Long term care insurance, a relatively new instrument, is designed to pay for nursing home care, assisted living, and home health care, “which can drain your assets if you're not covered,” Truesdell says. “People need to realize how easily they can avert disaster – just by filling the insurance gap.”

Earlier this year the federal government and five states launched a “Long-Term Care Consumer Awareness Campaign” to combat the ignorance. “But the funding ran out in June,” says Truesdell, “so our experts are taking up the gauntlet.”

Each local website offers –

- * *A growing series of press releases,*
- * *Story-angle suggestions (offering provocative topics for reporters and broadcasters, and ideas for program chairs who would like the expert to speak to their group),*
- * *A biography of the expert,*
- * *And other data including breaking information on the Internet.*



Send2Press® Newswire Truesdell

's organization – which has a national footprint – is providing its advisory and brokerage services through a growing number of alliances with major banks, NRL Federal Credit Union, the National Network of Estate Planning Attorneys, and the National Association of Insurance Women. Alliances with

sports franchises are in the works, "To protect at-risk players, and to drive home the fact that LTC protection is for all active, vigorous people, as well as aging Americans," Truesdell says.

A list of the press information websites is available at www.eranova.com/LTCCFP/partners.htm

An informational guidebook may be requested at www.eranova.com/LTCCFP/contact.htm

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