

# National LTC Network and 3in4 Association Announce Strategic Partnership

OVERLAND PARK, Kan., Feb. 5, 2013 (SEND2PRESS NEWSWIRE) – The National LTC Network (NLTCN) and the 3in4 Association are pleased to announce a new strategic partnership. Since the 3in4 Association's inception, NLTCN has provided sponsorship dollars to support the Association's "3in4 Need More" nationwide public service campaign.

"The member firms of The National LTC Network are pleased to be a major supporter of the 3in4 Need More Association. Their public education and awareness efforts dovetail well with the ongoing educational efforts of our members and their producers," commented Terry Truesdell, Network President and CEO.

The new partnership provides many advantages for both parties. The association benefits from business services, including accounting and legal counsel; NLTCN and its member firms benefit from services such as co-branded educational materials. These materials include the 3in4 guidebook "The Essentials of Long Term Care Planning." To view the NLTCN brand book visit (PDF):

<http://www.3in4needmore.com/wp-content/uploads/2013/01/3in4B00KNationalLTC2012.pdf> .

"Like many not-for-profits with big ideas but limited funding, the 3in4 Association leverages every resource. Over the past few years, the 3in4 Association has grown to require more professional services, in areas such as nonprofit compliance, and these services are costly," stated Jonas Roeser, 3in4 Association Founder and President. He continued, "We are ecstatic that the new partnership helps us conserve our dollars for outreach activities versus day to day business related services needs."

Click to view video address by NLTCN and 3in4 leadership:

<http://youtu.be/R7-5ihP2pvU>.

## **About the National LTC Network (NLTCN):**

The National LTC Network has been a national leader in long term care insurance distribution for 18 years. Member firms include some of the most well-respected and successful firms in the LTCi industry. Find Network members at <http://www.nltn.com> .

## **About The 3in4 Association:**

The 3in4 Association operates as a nonprofit 501(c) (6) corporation and the "3in4 Need More" campaign is a public service of the 3in4 Association. The Association is dedicated to raising awareness about the importance of long term care planning, and also provides education on products; services and programs to consider during plan design. More at <http://www.3in4needmore.com>

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