



For Immediate Release:

12th Annual Heartstrings Family Fun Challenge supporting the Western Carolina Medical Society's (WCMS's) Project Access®

What: Heartstrings Family Fun Challenge at Mountain Sports Festival

When: Sunday, May 25 from 1pm to 4pm at Carrier Park

Why: To raise funds to support WCMS's Project Access® Program, which provides more than 3,000 uninsured, low-income individuals annually with the critical health care they need.

Where: Heartstrings Family Fun Challenge will be part of Asheville's popular Mountain Sports Festival held over Memorial Day Weekend at Carrier Park.

Even with the Affordable Care Act, nearly 21% of Buncombe County residents remain uninsured. Many are too poor (fall below the Federal Poverty Line of \$11,670 for an individual) to qualify for the Affordable Care Act, and without Medicaid expansion in North Carolina these individuals need programs such as WCMS's Project Access® more than ever before.

WCMS's Project Access® provides more than 3,000 low-income individuals annually with the health care they need. The groundbreaking program relies on the generosity of a network of almost 500 dedicated Buncombe County physicians along with Mission Hospital, local pharmacies, WCMS Interpreter Network Interpreters and other generous PA volunteers who donate their time, resources and expertise without reimbursement, as well as the financial support of businesses and individuals in the community who ensure that Project Access® continues to operate.

Every year WCMS holds its annual Heartstrings Event to help fund Project Access®. To celebrate its 12th year, Heartstrings is turning up the fun with a Family Fun Challenge on Sunday, May 25 from 1pm to 4pm at Asheville's popular Mountain Sports Festival (MSF) at Carrier Park,

www.mountainsportsfestival.com.

Family teams of two to six participants, ages 5 and older, will have the chance to try up to 10 different fun challenges like a noodle javelin throw, hula hoop competition and Frisbee Golf. Each time a family completes a challenge; they will receive a check on their challenge checklist. Once the challenge checklist is complete, the families will head to the finish line and receive a medal!

Project Access® will also be selling raffle tickets for an amazing Asheville “Stay-cation” package in the MSF kid’s zone on Friday, May 23 and Saturday, May 24.

“With a minimum donation of \$5,” says WCMS Development Council Member Mike Peterson, “The Heartstrings Family Fun Challenge at the Mountain Sports Festival is a super fun and affordable way for families to spend Memorial Day Sunday. Most importantly, it’s a great way for the community to help Project Access® patients get the crucial health care they need.”

For more information go to: <http://www.mywcms.org/HeartStrings2014/>

For Media interviews on the 12th Annual Heartstrings Family Fun Challenge at the Mountain Sports Festival and Project Access® contact Miriam Schwarz, CEO, WCMS at 828-274-2267x312 or ceo@mywcms.org.