



# News Release

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FOR IMMEDIATE RELEASE

Oct. 12, 2022

## **Covered California Announces Craig Tomiyoshi as its new Deputy Director of Communications & Public Relations**

- *Craig Tomiyoshi joins Covered California from IW Group, a multicultural and multiethnic strategic communications and marketing firm, where he worked on behalf of on a variety of corporate, nonprofit and government clients.*
- *His two-decade long career includes work on public education and outreach campaigns in public health, including working with Covered California for the past three open enrollments.*

SACRAMENTO, Calif. — Covered California Executive Director Jessica Altman has announced the appointment of Craig Tomiyoshi as the deputy director of the Communications and External Affairs Division.

With more than 20 years of experience in public relations and marketing, Tomiyoshi will help Division Director Kelly Green oversee Communications, and support Covered California's mission to reach every uninsured Californian throughout the state.

"Craig's extensive experience in integrated public relations, advertising and marketing communications make him a perfect fit as the exchange prepares for its 10<sup>th</sup> open enrollment, beginning on Nov. 1," Altman said. "We have seen his outstanding work first-hand during the past few years and his relationships throughout the state will be an invaluable asset to Covered California."

A Southern California native and University of San Diego graduate, Tomiyoshi joins Covered California from IW Group, a Los Angeles-based marketing and communications firm that specializes in reaching the Asian American and Pacific Islander populations in the U.S.

(more)

Tomiyoshi spent the past 10 years as a vice president of consumer engagement, representing agency clients including Lexus, McDonald's, Wells Fargo, The California Wellness Foundation, California Department of Public Health and Covered California.



“It’s an honor to join Covered California and support the organization’s efforts to provide quality, affordable healthcare to those that need it most,” said Tomiyoshi. “What Covered California has achieved over the last decade and the impact that it has made in uplifting the health of millions of Californians is incredible. I look forward to leveraging my communications experience in working in a variety of industries and verticals to help Covered California continue and build on its successes over the next 10 years, and beyond.”

### **About Covered California**

Covered California is the state’s health insurance marketplace, where Californians can find affordable, high-quality insurance from top insurance companies. Covered California is the only place where individuals who qualify can get financial assistance on a sliding scale to reduce premium costs. Consumers can then compare health insurance plans and choose the plan that works best for their health needs and budget. Depending on their income, some consumers may qualify for the low-cost or no-cost Medi-Cal program.

Covered California is an independent part of the state government whose job is to make the health insurance marketplace work for California’s consumers. It is overseen by a five-member board appointed by the governor and the legislature. For more information about Covered California, please visit [www.CoveredCA.com](http://www.CoveredCA.com).

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