COVERED CALIFORNIA

News Release

Media line: (916) 206-7777 @CoveredCANews media@covered.ca.gov

FOR IMMEDIATE RELEASE
Nov. 24, 2026

Covered California Recognized for Excellence in Multicultural Marketing and Communications Across Three Industry Awards Programs

SACRAMENTO, Calif. — Covered California, along with advertising and PR agency partners Allison Worldwide, IW Group, LAGRANT Communications, MarketCast, Material+, Sensis, Stella Rising, and VML, earned 10 awards for its multicultural marketing and communications efforts from three leading industry awards programs, recognizing its innovative approach to connecting California's diverse communities with culturally relevant messages about health coverage.

At the 2026 Association of National Advertisers (ANA) Multicultural and Inclusive Marketing Excellence Awards on Nov. 10, Covered California's *For the Love of Californians* campaign earned three Gold awards in the Purpose/Socially Responsible Marketing, Health and Wellness, and Media Strategy and Planning categories, along with a Silver award in the Local/Regional/Market Specific Marketing category. Covered California was also named the inaugural recipient of the ANA's 2026 Marketing Team of the Year award.

The recognition follows three additional honors at the 62nd Annual PRism Awards, presented by the Public Relations Society of America Los Angeles Chapter (PRSA-LA) on Oct. 28. Covered California received a PRism Award for Diversity, Equity and Inclusion, along with Awards of Excellence for Multicultural Communications and for Community Relations, recognizing its commitment to culturally relevant outreach and community engagement. Covered California also received two Gold awards in the Government & Municipal and Social Good campaign categories at the 22nd Annual Davey Awards, announced on Oct. 21.

"These awards are a testament to the dedication of our staff and the collaboration of our agency partners in reaching Californians where they are, with messages that reflect the communities we serve," said Glenn Oyoung, Chief Marketing Officer, Covered California. "California's diversity is one of our greatest strengths, and together, we've created work that celebrates Californians while reinforcing our belief that everyone deserves access to quality, affordable health coverage."

(more)

At a pivotal time for health care, Covered California reimagined its marketing strategy to better connect with Californians and help them navigate their health coverage options. In less than a year, Covered California developed and launched *For the Love of Californians*, a new creative platform that brings its mission to life through culturally relevant storytelling and inclusive messaging.

The platform extends across Open Enrollment advertising, year-round retention communications and culturally driven multicultural campaigns in nine languages, reflecting the diversity of the communities Covered California serves. Through an integrated creative and media strategy, the campaign seeks to build awareness, strengthen trust and encourage Californians to explore their health coverage options during a critical time for health care affordability and access.

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 CoveredCA.com.

###