



**News from the Shelby County Mayor's Office**  
**Mark H. Luttrell, Jr., Mayor**  
Suite 850, 160 North Main, Memphis, Tennessee 38103

All news releases can be seen at [www.shelbycountyttn.gov](http://www.shelbycountyttn.gov) in the News Release Listing

Public Information Officer: Steve Shular  
Office (901) 545-5532, Cell (901) 359-5117, Fax (901) 545-4759

**June 30, 2011**

**Shelby County Launches New Prescription Drug Savings Program**

People who buy prescription drugs in Shelby County will soon get a discount on many of them and some of their health screenings. Shelby County Government is partnering with Financial Marketing Concepts (**FMC**) to provide the free discount cards that could cut prescription costs by as much as a 45%.

**"With healthcare costs on the rise, discounts on prescription drugs will help ease some of the financial burdens many of our families in Shelby County are facing,"** said Shelby County Mayor Mark H. Luttrell, Jr.

The "**Coast2Coast Rx Card**" card is available to all people regardless of age or medical condition. It's intended for those who have no prescription drug insurance. However, anyone with insurance can still use the card if drugs are not on their plan's formulary.

Many cities including Nashville, Tennessee use the discount program. **"There is no cost to the county to provide this service. It's an excellent example of collaboration between government and private businesses to assist citizens,"** said Shelby County Commissioner Heidi Shafer.

**"We are pleased to work with Shelby County Government. This will go along way to help people afford prescriptions for their families and even their pets,"** says Martin Dettelbach of **FMC**. More than 60,000 drugs are discounted through the program. **FMC** will pay Shelby County Government a royalty of \$1.25 per prescription. The money will then be used by the Shelby County Health Department.

Besides the discount on prescriptions, the card can also be used for dental visits, vision screenings, hearing needs, imaging tests and lab work. The **Coast2Coast Rx** card can be printed off from the **FMC** website: [www.coast2coastrx.com/shelbytn](http://www.coast2coastrx.com/shelbytn) and is also available at most participating pharmacies, governmental offices, libraries and county health facilities.

Mayor Luttrell, Commissioner Shafer and representatives of **FMC** will outline the drug discount plan at a news conference next Wednesday, **July 6<sup>th</sup>**, at the Shelby County Administration Building at **160 North Main, 8<sup>th</sup> Floor**, at **10 a.m.**

For additional information, contact Alexandra Miller, **FMC** Director of Communications at **(720) 317-7280** or Martin Dettelbach, **FMC** Chief Marketing Officer at **(919) 465-0097**.

(End of Release)