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**NEWS RELEASE**

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**SHIBA OFFICE WINS 'BEST OF SHOW' FOR MARKETING EFFORTS**

BOISE ID (September 18, 2014) – The Senior Health Insurance Benefits Advisors (SHIBA) office of the Idaho Department of Insurance has been honored with a Best of Show award from the Mature Market Resource Center for its 2013-2014 public relations campaign, "*SHIBA Turning 65 Campaign*." Best of Show winners were selected from the top five percent of all entries.

"Our SHIBA staff and volunteers do a superior job of providing information, counseling and assistance with Medicare coverage issues to Idahoans," says Department Director Bill Deal.

SHIBA's campaign included television and print advertisements reaching out to Idaho citizens aged 50 and older and making them aware of the free, unbiased Medicare information and assistance offered by trained SHIBA staff and volunteers.

Award winners were selected by a distinguished panel of judges from across the United States representing years of expertise working in the mature market. Awards are given to honor the best marketing, communications, educational materials and programs for seniors. Entries were judged based on format, content, creativity, relevance and overall quality.

**About the Department of Insurance**

The Idaho Department of Insurance has been regulating the business of insurance in Idaho since 1901. The mission of the Department is to equitably, effectively and efficiently administer the Idaho Insurance Code and the International Fire Code. For more information, visit [www.doi.idaho.gov](http://www.doi.idaho.gov).

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