

NEWS RELEASE



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City to offer residents low-cost prescription drug program

Beginning Monday, June 1, the city of Riviera Beach will begin offering free prescription discount cards to residents that can save an average of 20 percent off the retail price of commonly prescribed drugs.

The program is a collaboration between the National League of Cities (NLC) and the city of Riviera Beach. City Councilman Shelby L. Lowe spearheaded the partnership after seeing immediate synergy with one of his prime goals: helping residents in these troubled economic times.

“Health care is a crucial issue in this city, like most cities,” Lowe said. “We have seniors choosing between food and prescriptions, we have high rates of diabetes and high blood pressure, we have a lot of unemployed residents. This program will be an immediate benefit and we’re going to work hard to make sure our residents take full advantage of it.”

Lowe said discount prescriptions are a small but significant part of his follow through on the NLC’s Building Equitable Communities technical roundtable, which he brought here in September 2008. The roundtable used NLC experts to teach stakeholders how to use their city’s particular assets to improve its quality of life for all.

“My goal is to continue to take small steps to get us where we’re trying to go in terms of ‘building an equitable community,’ ” Lowe said.

The discount cards can be used by all residents of Riviera Beach, and have no restrictions based on age, income level or existing health coverage. They can be used when purchasing prescription drugs at every pharmacy in the city, and at more than 59,000 participating retail pharmacies around the county, state, region and country. The cards are free.

The discount card program is administered by CVS Caremark. For more information, visit www.caremark.com/nlc or the city’s website, www.rivierabch.com. The cards will be available at participating city pharmacies, and by calling Councilman Lowe’s office at 561-845-4095.

Then National League of Cities is the largest and oldest national organization representing municipalities in the nation. It has 1,600 dues-paying member cities, towns and villages.

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