

BROKER BLAST

June 2021

Increasing COVID-19 vaccinations with the ImmUNITY sweepstakes

Kaiser Permanente is joining the White House for its [National Month of Action](#) sprint to vaccinate 70% of adults in the U.S. against COVID-19 with at least one shot by July 4. By [launching several programs and incentives](#) to engage unvaccinated individuals, Kaiser Permanente is aiming to increase confidence in the safety and effectiveness of the vaccine and provide easy access to receive it.

Kaiser Permanente's ImmUNITY Sweepstakes

One of Kaiser Permanente's new initiatives is the ImmUNITY sweepstakes*, which will encourage vaccination while also supporting a full and healthy return to life's activities. It's open to anyone age 12 and older who has received at least one dose of a COVID-19 vaccine at a Kaiser Permanente healthcare facility or a qualifying Kaiser Permanente-sponsored vaccination distribution site by July 9, 2021, and all vaccinated Kaiser Permanente members — regardless of where they got vaccinated. One thousand people will win Be Well Rewards that include:

- Trips to theme parks and national parks
- Wellness retreats
- Healthy meal delivery to your home
- Personal fitness equipment
- Gym memberships

Go to kp.org/covidvaccine for more information on the sweepstakes or to book a vaccine appointment.

Join the National Month of Action

You can play an important role in helping to build confidence in the safety and effectiveness of the vaccine and helping to increase vaccinations. Visit [COVID-19 vaccine — What employers need to know](#) for tips you can share with your clients on how they can help build confidence in the vaccine. You can also visit the [COVID-19 resource center](#) for vaccine

materials you can share with your clients for their employees that address common questions. They are available in English, Spanish, Chinese, Vietnamese, Tagalog, Korean, and Russian.

Please reach out to your sales executive or account management representative to see how Kaiser Permanente can support your clients in getting their employees vaccinated. You can also call our 24/7 KP COVID Vaccine InfoLine at **1-855-550-0951** (available in English and Spanish) for regular recorded updates.

* NO PURCHASE NECESSARY. Open to legal US residents ages 12+ in CA, CO, DC, GA, HI, MD, OR, VA, and WA. Void elsewhere and where prohibited. Additional eligibility restrictions apply. Odds of winning depend on number of eligible entries received. For full official rules, [visit kp.org/sweepstakesrules](https://www.kp.org/sweepstakesrules).