

**For Immediate Release:**

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**Unique Public/Private Partnership Formed to Provide  
Free Oakland Health and Wellness Fair**

**“Your Path to Wellness”**

**Saturday, September 15<sup>th</sup> at Eastmont Town Center**

**7200 Bancroft at 73<sup>rd</sup> in Oakland**

**11:00am – 3:00pm**

Oakland: When the doors open for the 5<sup>th</sup> Annual Health and Wellness Fair, September 15 at Oakland’s Eastmont Town Center, East Bay residents will discover nearly 70 health and wellness providers offering free services. Families, children, seniors - all are welcome to partake in the health and medical screenings, which include dental, vision, blood pressure, HIV/AIDS testing, child immunizations, senior health, smoking cessation, asthma, and much more. The Health Fair runs from 11:00am until 3:00pm.

This free- to-the-public Health and Wellness Fair focuses on underserved and underinsured populations and is the result of a unique community partnership. Oakland-based Ramsell Corporation and its subsidiary, The Apothecary, the Alameda County Public Health Department, Assemblymember Sandré R. Swanson and the Center for Elders’ Independence have joined together to do what none of them could have accomplished on their own.

“The Apothecary is a community pharmacy inside of Eastmont and has been in business for almost 50 years,” stated Eric Flowers, CEO of Ramsell. “We have held 4 Health Fairs in the past. This year we wanted to attract a far larger audience to take advantage of all the free health services, but to do so we needed to find partners.”

As it turned out, the Alameda County Public Health Department and Assemblymember Swanson’s office had both held health fairs in the past, and the Centers for Elders’ Independence, a nonprofit health support organization for seniors located in the Eastmont Town Center, was hoping to hold a smaller health fair focused on seniors. Fortunately, when these organizations began to share their hopes and challenges, the opportunity for a health fair that would reach a broader audience began to take shape.

“This new opportunity is allowing us to create a special senior health and informational event within the larger Health Fair”, said Jean Johnson-Fields of CEI. “So many people,

seniors and area residents alike will benefit.”

“This unique partnership is a perfect example of what can happen when concerned community-focused organizations see a common goal,” commented Assemblymember Swanson. “Combining the abilities of these diverse for-profit, nonprofit and governmental organizations means that far more Oakland and East Bay residents will benefit from the services provided at the Health Fair. This innovative partnership stands as a promising model for others to follow.”

Angela Ball, director, public health nursing for the Alameda County Public Health Department said, ““Though the Health Fair is just one day, it will have a lasting effect on underserved and underinsured residents, as it will link them to services they need for a better, healthier life.”

In addition to the presenting partners, the Health Fair is being sponsored by Kaiser Permanente, One Pacific Coast Bank, KTVU 2, KBLX, and Bay Area News Group. Oakland Mayor Jean Quan, and Supervisor Nate Miley, president of the Alameda County Board of Supervisors, have joined in to lend their support.

For more information on the 5<sup>th</sup> Annual Health and Wellness Fair, please call: (510) 286-1670.

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