

General Provider Communication

Maricopa County Regional Behavioral Health Authority
Magellan Health Services of Arizona, Inc.

Dear Provider,

Magellan of Arizona is proud to announce our sponsorship involvement with Aloha Fest 2010, an event celebrating Native Hawaiian and Pacific Islanders and connecting the Phoenix community with valuable resources. This sponsorship grants Magellan a complimentary booth in the Ohana educational area and enables us to invite our providers to participate in the event free of charge.

Aloha Fest 2010 will take place Saturday, March 13, 2010, and Sunday, March 14, 2010, from 10 a.m. to 5 p.m. at Tempe Beach Park. Approximately 150,000 attendees will participate in this year's event, enjoying non-stop music, entertainment, interactive children's activities, food and beverages.

As a Magellan provider, you are invited to join us at Aloha Fest 2010 to promote the valuable programs and services you offer, as well as help us educate our community on mental health and substance abuse issues. The only requirements to participate include:

- Provider agency is currently contracted with Magellan of Arizona.
- Provider agency personnel can work the Magellan booth for a three-hour period.
- Provider agency can provide sufficient materials and giveaway items to event attendees during a three-hour period.

If you meet these requirements and are interested in joining Magellan at this worthwhile event, please contact Elexia Torres, community developer, at Etorres@MagellanHealth.com or (602) 652-5859, to reserve your spot! Spots will be awarded on a first-come, first-served basis.

Please respond no later than March 10, 2010.

Don't miss Aloha Fest 2010! You are invited to participate in this event free of charge, providing your agency with an influential medium for distributing information and promoting programs and services.

We look forward to partnering with your agency at Aloha Fest 2010!

