

Showbiz's Obamacare Boosters to Hold 6-Hour Livestream Event to Promote Insurance Coverage



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With another set of deadlines looming to enroll in a healthcare plan, a group of Hollywood supporters of [Obamacare](http://variety.com/t/obamacare/) (<http://variety.com/t/obamacare/>) are staging a 6-hour livestream event on Thursday aimed at getting young people covered.

[Funny or Die](http://variety.com/t/funny-or-die/) (<http://variety.com/t/funny-or-die/>), [Maker Studios](http://variety.com/t/maker-studios/) (<http://variety.com/t/maker-studios/>) and YouTube Studios are partnering with Covered California and other state insurance exchanges for the event, to be held at YouTube Studios in Playa Vista. Organizers say that the “Tell a Friend

— Get Covered” event will be a mix of comedy skits and educational segments, including Funny or Die videos featuring Jennifer Hudson, Olivia Wilde and Elizabeth Banks.

According to the latest figures, 2.2 million people have selected private health plans through federal and state exchanges as of the end of December, and 30% of them were under the age of 35. The percentage of young people signing up is below White House targets, but there is expectation that there will be a surge in enrollees closer to the March 31 deadline to sign up for coverage this year.

The livestream event is incorporating Twitter, Facebook, Instagram and Vine in an effort to engage younger audiences, with a number of celebrities including John Legend, Jason Mraz, Pearl Jam, Lady Gaga and Kerry Washington sending out messages to their followers urging sign ups.

Marc Scarpa is executive producer of the event, with The Collective, Maker Studios and Funny Die as producers.

The event will be shown [here \(http://www.tellafriendgetcovered.com/\)](http://www.tellafriendgetcovered.com/).

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