



For Immediate Release

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LewerMark Student Insurance: Live on Facebook!



LewerMark account manager Andrew Fuller, a member of The Lewer Agency's new Facebook team

KANSAS CITY, MO – (August 16, 2010) – School administrators and students now have a new student health insurance resource on Facebook! The Lewer Agency, Inc., a leading provider of health insurance plans for international students, officially went “live” on the social media site on Monday, August 16, 2010.

“The Facebook social network site has drawn over 500 million active members,” says Seattle-based LewerMark account manager, **Monica Olson**. “Many of those members are college students. The Lewer Agency looks forward to providing this value-added service to not only those students, but to schools and advisors, as well. Clients from our sponsoring schools who sign-up to become a fan of LewerMark Student Insurance on Facebook will also benefit from timely information and increased opportunities to interact with students, as well as other student insurance administrators from our sponsoring schools.

“Finding the best solutions for insurance, health care, and emergency assistance services while traveling abroad or studying in the United States is critical to a good experience for students and a successful international education program for school administrators,” said Olson. “Our goal at Lewer is to help make the process as simple and affordable as possible.”

“The Lewer Agency has been evaluating the best practices for a LewerMark presence on Facebook for over a year,” reported LewerMark account manager, **Andrew Fuller**, who is involved in monitoring the site.

“We didn’t want to just slap something up there that had little value,” said Fuller. “According to LewerMark Advisory Council members, Facebook has become the ‘tool of choice’ for school advisors striving to become more connected to their students. After months of discussion and preparation, we are confident that the LewerMark Facebook page will serve as a significant resource for school advisors and students.

“I am looking forward to interacting with international students on the site,” continued Fuller. “We are going to share information that helps them have the best and safest experience while traveling abroad. At the same time, we plan to make visiting the [LewerMark Student Insurance Facebook](#) site an interesting and fun experience for fans. We’ll be talking about the annual scholarship opportunities available through LewerMark. We’ll also be posting an occasional contest just to keep things exciting.”

“The Lewer Agency is very excited about our new presence on Facebook,” said LewerMark Director **Jeff Crawford**. “We are looking forward to reaching student insureds we weren’t reaching in the past, and we are confident that our elevated efforts to interact with them directly will result in more value for LewerMark client schools.”



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Company background: Founded in 1956, The Lewer Agency, Inc. is a national employee benefits and student insurance agency and administrator headquartered in Kansas City, MO. In 1991, the agency introduced the LewerMark® Student Insurance Plans, designed specifically to provide comprehensive medical insurance benefits for international students studying in the US and domestic students studying abroad.