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Dear Public Service Director,

Illnesses spread by pests, including Zika, Malaria and Dengue cause major health issues around the world. These, along with many other vector-borne diseases result in **more than 1 million deaths each year**. Even at home, we're at risk, as hidden allergens left behind by pests can cause serious health issues by triggering asthma and allergy symptoms. Whether around the world or in our own community, it's important not to underestimate the health threats posed by pests.

For example, mosquitoes can be a dangerous public health risk here in the U.S., transmitting Zika and West Nile virus. Serious illnesses spread by ticks are also on the rise as the Centers for Disease Control and Prevention (CDC) notes that approximately 300,000 people are diagnosed with Lyme disease every year. Additionally, household pests such as mice and cockroaches can spread harmful bacteria and pathogens, and can aggravate asthma and allergy symptoms, especially in children.


This information makes it imperative for people to learn how to protect themselves from pest-related illnesses and underscores the importance of educating communities about these critical health issues.

The National Pest Management Association (NPMA) is a non-profit organization committed to the protection of health, food and property from the diseases and dangers posed by pests. The association conducts public education and awareness programs to promote increased vigilance around the home. As part of this mission, we are pleased to provide our latest public service campaign:

- The PSAs titled "**Pest Without Borders**" (:60, :30) encourage viewers to learn how they can safeguard themselves and their loved ones against pest-related diseases such as Zika and West Nile virus.
- Using a creative approach, the PSA titled "**Trust Your Instincts**" (:60, :30) explains the serious health risks and damages that can be caused by cockroaches, rodents, termites and stinging insects.

Pests and pest-transmitted diseases are not restricted to a particular region of the country or time of year. For these reasons, **these PSAs have no end date for use.**

Respectfully,



Cindy Mannes
Vice President of Public Affairs
National Pest Management Association

Pests Without Borders

It's important not to underestimate the health risks posed by pests. This public service announcement (PSA) enables viewers to get the facts about serious pest-related diseases and encourages them to learn how they can safeguard themselves and their loved ones.

To learn more, please watch our :60 PSA titled "**Pests Without Borders**" which is also available in a :30 length. We ask that you please air our PSAs as soon and as often as possible. **These PSAs have no end date for use.**

Additional PSAs are available for review and download at <http://www.c360m.com/PSACConnect/npma/>

Thank you for your consideration.



"Pests Without Borders" (:60)	
<p>1. Shot of doctor in tent with various patients.</p>	<p>MUSIC UP AND UNDER</p> <p>DOCTOR O/C: Around the world, infectious diseases like Malaria, Dengue, Chagas disease and Zika – illnesses spread by pests -- are causing a major health crisis. They strike the most vulnerable, many of them children, and result in over a million deaths a year.</p>
<p>2. Shot of doctor not in uniform moving across outdoor playground area.</p> <p>GRAPHIC: Learn how to protect your family Pestworld.org NPMA Logo A public service message from the National Pest Management Association</p>	<p>DOCTOR O/C: Fortunately, here at home, we don't face the same level of threat, but we shouldn't let our guard down.</p> <p>Mosquito-borne diseases like West Nile virus and Zika are impacting communities across the U.S., and according to the Centers for Disease Control and Prevention, serious illnesses spread by ticks are on the rise, approximately 300,000 people are diagnosed with Lyme disease every year.</p> <p>So whether it's around the world or just around the block, it's crucial to learn what you can do to reduce these risks.</p> <p>Get the facts you need to protect your family. Visit PestWorld.org.</p> <p>FADE SOUND AND PICTURE OUT</p>

"Pests Without Borders" (:30)	
<p>1. Shot of doctor in tent with various patients.</p>	<p>MUSIC UP AND UNDER</p> <p>DOCTOR O/C: Infectious diseases spread by pests, illnesses like Malaria, Zika and Chagas disease are causing a worldwide health crisis.</p>
<p>2. Shot of doctor not in uniform moving across outdoor playground area.</p> <p>GRAPHIC: Learn how to protect your family</p> <p>Pestworld.org</p> <p>NPMA Logo</p> <p>A public service message from the National Pest Management Association</p>	<p>DOCTOR O/C: Here at home, we don't face the same level of threat, but we shouldn't let our guard down.</p> <p>Mosquito-borne diseases like West Nile virus and Zika are impacting communities across the U.S. and Lyme disease, spread by ticks, is on the rise.</p> <p>Whether around the world or just around the block, get the facts you need to protect your family, at PestWorld.org.</p> <p>FADE SOUND AND PICTURE OUT</p>

AVAILABLE FOR DIGITAL DOWNLOAD

These PSAs are available for digital download below:

www.c360m.com/PSAConnect/npma/

No End Date For Use

Pests Without Borders (:60, :30)

Trust Your Instincts (:60, :30)

501(c) certificate is available below:

Professional Pest Management Alliance:

www.c360m.com/EPK/36566_NPMA_TV/ppma_letter.pdf

Please let us know your preferences on receiving
PSAs by contacting:

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