



Disability Is Not Inability

TV Public Service Campaign



ABOUT EASTERSEALS

As America's largest nonprofit health care organization since its founding in 1919, Easterseals is committed to the comprehensive health and wellness of the more than 1.5 million people it serves each year, ensuring that the needs of children and adults with disabilities, veterans and older adults are met with services and supports to help them live, learn, work and play in their communities.

In this time of need while our communities continue to navigate the challenges of the ongoing pandemic, Easterseals' national Network of 67 Affiliates is on the ground, delivering home- and community-based services to respond to the critical needs of people with disabilities and their families.

To learn more, please visit www.easterseals.org.



Learn more about Easterseals

[EASTERSEALS.COM](https://www.easterseals.com)

MAKE THE FIRST FIVE COUNT

 FACEBOOK

 INSTAGRAM

 TWITTER

Dear Public Service Director,

Driven by its purpose to change the way the world defines and views disability, Easterseals continues to serve as an indispensable resource for children and adults with disabilities, veterans, seniors, and their families as the pandemic continues to disproportionately impact their lives.

As America's largest nonprofit health care organization since its founding in 1919, Easterseals is committed to the comprehensive health and wellness of the more than 1.5 million people it serves each year, ensuring that the needs of children and adults with disabilities, veterans and older adults are met with services and supports to help them live, learn, work and play in their communities.

In this time of need while our communities continue to navigate the challenges of the ongoing pandemic, Easterseals' national Network of 67 Affiliates is on the ground, delivering home- and community-based services to respond to the critical needs of people with disabilities and their families.

Our PSA titled "**Disability Is Not Inability**" (:30) exemplifies the life-changing impact that Easterseals services have in the lives of the one in four Americans living with disability today.

As we continue to serve millions of people across the country, we need the support of stations like yours to deliver these timely and important messages to individuals and families to assure them that Easterseals is there for them in their local communities during the pandemic – at a time when they need us the most.

The PSA also encourages your viewers to support our important work and impact – again most needed given the negative impact the pandemic has had on nonprofits!

Thank you for considering airing of this campaign. It is certain to be of value to the 61 million people living with disability in communities nationwide – and the people who love and care for them – and for your viewers who want to support our impact in their communities.

Sharon Watson

Sharon Watson
SVP, Brand Marketing, Communications & Corporate Relations
swatson@easterseals.com
(312) 551-7142

Disability Is Not Inability

For more than 100 years, Easterseals has served as an indispensable resource for individuals with disabilities, veterans, seniors and their families. In schools, workplaces and communities, we're fostering environments where everyone is included and valued — with a real and positive impact on us all.

To learn more, please watch the latest Easterseals PSA below titled "**Disability Is Not Inability**" (:30). We ask that you please air this PSA, which has **no end date for use** as soon and as often as possible.



TV PSA SCRIPT

"Disability Is Not Inability" (:30)

1. Close-up shot of Angela Williams speaking to the camera.

MUSIC UP AND UNDER

ANGELA WILLIAMS O/C:
Disability is not inability.

2. Shot of a man in a wheelchair walking next to a child near a building, switch to a shot of a little girl in a wheelchair, switch to a close-up shot of a hand painting, switch to a shot of a man painting, switch to a close-up shot of a man smiling, switch to a shot of children riding a bike, switch to a close-up shot of two hands, switch to a shot of a young girl smiling.

ANGELA WILLIAMS V/O: *A person's ability may be different, but still an ability. No matter ones race or age, no matter one's physical or mental condition.*

3. Shot of Angela Williams speaking to the camera.

ANGELA WILLIAMS O/C: We all have limitless possibilities.

4. Shot of a woman comforting another woman, switch to a close-up shot of a hand, switch to a shot of a woman assisting a man on a computer, switch to a shot of a woman speaking to a child, switch to a close-up shot of a young boy smiling, switch to shot of a woman with a baby, switch to a shot of a woman handing someone popcorn at a concession stand, switch to a shot of a woman teaching a young girl, switch to a shot of a boy playing cards.

ANGELA WILLIAMS V/O: *For more than one hundred years, Easterseals has helped the one in four people with disabilities in America live, work, learn and play.*

TV PSA SCRIPT

"Disability Is Not Inability" (:30 continued)

5. Shot of Angela Williams speaking to the camera.

GRAPHIC:
Easterseals logo

ANGELA WILLIAMS O/C: I'm Angela Williams, CEO of Easterseals.

6. **GRAPHIC:**
Easterseals logo
SUPPORT US
www.easterseals.com

FADE SOUND AND PICTURE OUT

AVAILABLE FOR DIGITAL DOWNLOAD

These PSAs are available for digital download below:

www.c360m.com/PSAConnect/es/

No End Date For Use

Disability Is Not Inability :30

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

Shaliza Thomas via email at sthomas@c360m.com
or by phone at (212) 624-9187.

501 (c)(3) certificate

Illinois Sales Tax Exemption Certificate

EASTER SEALS INC

141 W JACKSON R. MD STE 1400A
CHICAGO IL 60604-2788

Sales Tax Exemption Certificate

Issue date:

01/08/2017

Expiration date:

02/01/2022

Sales Tax Exemption

E99743620

Organization type:

Charitable

This entity is authorized under the Retailers' Occupation Tax Act to purchase tangible personal property for use or consumption tax-free.

 Commissioner
of Revenue
STATE OF ILLINOIS
2017



easterseals

all abilities. limitless possibilities.