



That's my Easterseals: Disability Equity, Inclusion & Access TV PUBLIC SERVICE CAMPAIGN



ABOUT EASTERSEALS

Easterseals is leading the way to full equity, inclusion, and access through life-changing disability and community services.

For more than 100 years, we have worked tirelessly with our partners to enhance quality of life and expand local access to healthcare, education, and employment opportunities. And we won't rest until every one of us is valued, respected, and accepted.

Through our national network of Affiliates, Easterseals provides essential services and on-the-ground supports to more than 1.5 million people each year – from early childhood programs for the critical first five years, to autism services, to medical rehabilitation and employment programs, to veterans' services, and more. Our public education, policy, and advocacy initiatives positively shape perceptions and address the urgent and evolving needs of the one in four Americans living with disabilities today.

Together, we're empowering people with disabilities, families, and communities to be full and equal participants in society.

To learn and get involved more, please visit www.easterseals.com.



Learn more about Easterseals

EASTERSEALS.COM



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Dear Public Service Director,

Driven by its purpose to change the way the world defines and views disability, Easterseals is leading the way to full equity, inclusion and access to education, employment and healthcare for people with disabilities and their families.

Disability inclusion and representation is critical across our community as one in four people identify as being disabled. The disability community is the largest minority group, numbering some 61 million people of all races, ethnicities, gender identity, sexual orientation, ages and religions, and is a community most of us will join at some point in our lives. And yet, people with disabilities face deeply rooted, outdated stigmas and misperceptions across all aspects of society. Therefore, it's imperative to grow awareness and understanding of the disabled community, and amplify their voices as the richly diverse, extremely talented, dedicated problem solvers they are.

Our PSA titled "**That's my Easterseals: Disability Equity, Inclusion and Access**" (**:60, 30, :15**) is voiced by Nicole Evans, an actor, filmmaker and passionate disability inclusion champion. Here, she genuinely speaks to how Easterseals has had a life-changing impact on her own life, how Easterseals services continue to positively impact people's lives every day, and most importantly, how much people with disabilities have to offer our communities, deserving of greater equity, inclusion and access across education, employment health and more.

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 help change perceptions about people with disabilities – about what they offer our communities, as dedicated employees, colleagues, students, friends and neighbors -- and advance true inclusion.

The PSA also encourages your viewers to support our important work and impact – again most needed given the negative impact the pandemic has had, and is still having, on the critical support of so many nonprofits!

Thank you for airing this important campaign. It is certain to be of great value to our communities nationwide – and is a compelling, timely and impactful message that will change the lives of so many.



Sharon Watson
SVP, Brand Marketing, Communications & Corporate Relations
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That's my Easterseals: Disability Equity, Inclusion and Access

This PSA is narrated by Nicole Lynn Evans an actor, filmmaker and passionate disability inclusion champion who genuinely speaks to Easterseals impact in her own life, what the organization means to her as well as the lives of others who've benefited from Easterseals work. The spot showcases the organization's ethos - it's why - bringing to life its important purpose to advance disability equity, inclusion and access in our communities.

To learn more, please watch the latest Easterseals PSA below titled "**That's my Easterseals: Disability Equity, Inclusion and Access**" (:60) which is also available in :30 and :15 lengths. We ask that you please air this PSA, which has **no end date for use** as soon and as often as possible.



TV PSA SCRIPTS

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"That's my Easterseals: Disability Equity, Inclusion and Access" (:60)

<p>1. Shot of Nicole Evans smiling at the camera.</p> <p>GRAPHIC: 1 in 4 American's today are living with a disability.</p>	<p>MUSIC UP AND UNDER</p> <p>NICOLE EVANS V/O: <i>1 in 4 American's today are living with a disability.</i></p>
<p>2. Shot of Nicole speaking. Switch to close-up shot of Nicole.</p> <p>GRAPHIC: I'm one of them.</p>	<p>NICOLE EVANS O/C: I'm one of them. I care deeply about creating a world we can all fully participate in.</p>
<p>3. Shot of Nicole speaking.</p> <p>GRAPHIC: Free from Stigma Misperceptions & Barriers</p>	<p>NICOLE EVANS O/C: Free from stigma, misperceptions and barriers.</p>
<p>4. Close-up shot of Nicole speaking. Switch to panned out shot of Nicole speaking.</p> <p>GRAPHIC: An organization we can rely on. Easterseals logo</p>	<p>NICOLE EVANS O/C: And we've got a trusted ally on our side. An organization we can rely on: Easterseals.</p>
<p>5. Various shots of Easterseals volunteers and community members.</p> <p>GRAPHIC: Regardless of Age Or Disability Life-changing Services Powerful Advocacy</p>	<p>NICOLE EVANS V/O: Rooted in communities nationwide, Easterseals helps empower millions of people, regardless of age or disability through its life-changing services and powerful advocacy.</p>

"That's my Easterseals: Disability Equity, Inclusion and Access"
(:60 continued)

6. Shot of a woman hanging clothes on hangers, switch to a shot of Nicole speaking. Switch to various shots of Easterseals volunteers and community members.

GRAPHIC:

Full Equity
Inclusion
& Access
Healthcare
Employment
& Education

NICOLE EVANS V/O: *Today and everyday Easterseals is leading the way to full equity, inclusion and access to healthcare, employment and education..*

7. Various shots of Easterseals families, volunteers and community members.

NICOLE EVANS V/O: *for people with disabilities, families and communities.*

8. Shot of Nicole speaking.

GRAPHIC:

That's My Easterseals.
Make it yours.

NICOLE EVANS O/C: That's my Easterseals. Make it yours.

9. **GRAPHIC:**
Learn more & get involved.
Easterseals logo
Easterseals.com

NICOLE EVANS V/O: *Learn more and get involved at Easterseals dot com.*

FADE SOUND AND PICTURE OUT

AVAILABLE FOR DIGITAL DOWNLOAD

This PSA is available for digital download below:

www.c360m.com/PSAConnect/es/

No End Date For Use

That's my Easterseals: Disability Equity, Inclusion and Access
(:60, :30, :15)

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 B RD STE 1400W
CHICAGO IL 60604-3188

Sales Tax Exemption Certificate

Issue date:
01/09/2017

Sales Tax Exemption

E90743620

Expiration date:
02/01/2022

Organization type:

Charitable

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



