



**CURA**  
FOUNDATION

**SANFORD**  
HEALTH



JOSH GROBAN



STEVE HARVEY

**UNITE TO PREVENT** | RADIO PUBLIC SERVICE CAMPAIGN



JERRY RICE



AMANDA KLOOTS

## ABOUT UNITE TO PREVENT

The UNITE TO PREVENT Campaign is sponsored by the Cura Foundation a nonsectarian, nonpartisan, public global health organization committed to improving human health and increasing quality of life. The Foundation will launch the campaign at the Fifth International Vatican Conference in May 2021. The UNITE TO PREVENT Campaign reinforces that it will take perseverance from everyone to stay vigilant and do their part by getting vaccinated and continuing to follow safety protocols to ultimately defeat COVID-19. This virus knows no boundaries and we're all in this together-- the pandemic won't end for anyone until it ends for everyone. So let's all do our part, make kindness contagious, and UNITE TO PREVENT.

To learn more please visit: [www.unitetoprevent.org](http://www.unitetoprevent.org).



**Learn more about  
Cura Foundation and the  
UNITE TO PREVENT Campaign**

[UNITETOPREVENT.ORG](https://UNITETOPREVENT.ORG)

[CURAFoundation.org](https://CURAFoundation.org)



[FACEBOOK](https://www.facebook.com/curafoundation)



[TWITTER](https://twitter.com/curafoundation)



[INSTAGRAM](https://www.instagram.com/curafoundation)



[LINKEDIN](https://www.linkedin.com/company/cura-foundation)



[YOUTUBE](https://www.youtube.com/curafoundation)

Dear Public Service Director,

Over the last year, COVID-19 has significantly changed the way in which we live, but we have begun to see glimpses of our previous lives as more and more of us become vaccinated, businesses and schools begin to reopen and we start to visit with family and friends that we haven't seen in more than a year. Even though we are all eager to move beyond these difficult times, it's vital that we continue to adhere to safety guidelines so that we don't lose the immense progress we have made in battling this deadly virus.

Cura Foundation is a 501(c)(3) nonprofit organization dedicated to improving human health and increasing quality of life. As we continue to battle COVID-19, Cura Foundation has partnered with Sanford Health --another 501 (c) 3 nonprofit -- to release a new series of PSAs urging audiences to "Unite to Prevent" the further spread of the coronavirus. Available in :60 and :30 lengths, these PSAs feature a wide array of celebrities and encourage listeners to visit [UniteToPrevent.org](http://UniteToPrevent.org) for more information.

- "**A Tough Opponent**": Football legend **Jerry Rice** gives an important reminder that if we continue to follow safety protocols we'll get back to our normal lives faster and see our businesses, schools, and stadiums thriving once more.
- "**My Biggest Light**": Talk show host **Amanda Kloots** gives an emotional tribute to Broadway star Nick Cordero, the husband that she lost to COVID-19 and provides hope that we can rise above through vaccination and staying safe.
- "**Don't Let Your Guard Down**": Entertainer and comedian **Steve Harvey** warns listeners that COVID-19 isn't over yet, and that even after getting vaccinated people must resist the temptation to take off masks and gather socially too soon.
- "**The Soundtrack Of Our Lives**": Acclaimed singer/songwriter **Josh Groban** reminds us that while we may miss the soundtrack of our lives, we must stay the course by getting vaccinated and continuing to follow safety guidelines.

We hope that you will air these PSAs, **which are good for use until April 30, 2022**, as soon and as often as possible.

Thank you in advance for your support and consideration.

Sincerely,



**Robin L. Smith, MD**

Founder, President and Chairman, Cura Foundation and Stem for Life

## UNITE TO PREVENT

The Cura Foundation is pleased to present UNITE TO PREVENT, a Global COVID-19 Public Awareness Campaign designed to inspire and motivate people experiencing increased COVID fatigue of adhering to the recommended guidelines (mask wearing, social distancing, hand washing) by staying the course, getting vaccinated, and not letting their guard down. We are reaching a crucial stage in the pandemic and even though we now have multiple vaccines, we also have new variants spreading the virus more rapidly. In short, though perhaps we can imagine life at the end of this tunnel, we are not yet on the other side of this global pandemic.

To learn more, please listen to our new PSA below titled "**A Tough Opponent**" (:60) featuring Jerry Rice, which is also available in a :30 length. We ask that you please air these UNITE TO PREVENT PSAs, which feature celebrities and influencers such as Josh Groban, Steve Harvey and Amanda Kloots as soon and as often as possible. **These PSAs are good for use through April 30, 2022.**



## "A Tough Opponent" (:60)

**NARRATOR V/O:** And now an important message from Jerry Rice.

**JERRY RICE V/O:** As a career wide receiver, I've been hit hard. But no training, nor practice prepared us for the devastation of COVID-19. I know it hit home for a lot of you and it has been a challenging year. Thankfully, there is hope. Even with multiple vaccines available, we still have to work together until everyone is safe. If we all continue to do our part- keep practicing the necessary guidelines, we can bring back our small businesses, send our kids back to school safely and see you all in the stadiums again. No one person ever wins the game alone; it takes teamwork to beat a tough opponent. We all win when we unite to prevent.

**NARRATOR V/O:** For more information, visit [unite to prevent dot org](http://unite to prevent dot org).

## "My Biggest Light" (:60)

**NARRATOR V/O:** And now an important message from Amanda Kloots.

**AMANDA KLOOTS V/O:** Our lives have truly changed since March 2020. Not only did Broadway dim their lights, but my biggest light, my star, my husband, Elvis's father, Nick Cordero passed. Nick fought a really tough battle from the repercussions of COVID-19. This pandemic has made us all stronger. It has given us an opportunity to find new ways to rise above this pain and there is hope now with many vaccines available, but we have to keep wearing our masks and we have to keep social distancing. Practicing these methods only keeps us all safer. Please make kindness contagious and unite to prevent.

**NARRATOR V/O:** For more information, visit [unite to prevent dot org](http://unite to prevent dot org).

## "Don't Let Your Guard Down" (:60)

**NARRATOR V/O:** And now an important message from Steve Harvey.

**STEVE HARVEY V/O:** I've been thinking about this thing right. This pandemic, it just isn't over yet. We got the vaccines, I got mine, you might have yours. And when you get that it's kind of tempting- you want to go to the beach you want to show up at the club. I'm not scolding you or nothing like that. I'm a performer. I'm tired of doing my shows with no audience. I get it. But listen to this don't think just because you got the vaccine that you can just go crazy. We are not quite there yet. Don't let your guard down now. Just follow the current safety guidelines. Wearing your mask is the best way to get it done. I know the mask is hot... I got it. But you know what's hotter than these masks? Staying healthy. Now that's hot and that's pretty fly if you ask me. Now we need to all keep it together ok? This is Uncle Steve telling you let's unite to prevent.

**NARRATOR V/O:** For more information, visit [unite to prevent dot org](http://unite to prevent dot org).

## "The Soundtrack Of Our Lives" (:60)

**NARRATOR V/O:** And now an important message from Josh Groban.

**JOSH GROBAN V/O:** We are missing the sounds of a busy morning, the sounds of joyfulness, and the sounds of hustle and crowded sidewalks. We are missing the soundtrack of our lives. We've endured over a year of solitude and struggle. We all yearn to connect again and we will, raising our voices in song and in celebration with compassion and strength. Brighter days are ahead... But we must continue to protect ourselves, our families and those around us until we defeat this enemy for good. Please get vaccinated... and keep following the necessary guidelines until we are all safe. No matter where you're from, or where you live, we're all connected. So let's bring back the soundtrack of our lives. Let's unite to prevent.

**NARRATOR V/O:** For more information, visit [unite to prevent dot org](http://unite to prevent dot org).

## AVAILABLE FOR DIGITAL DOWNLOAD

These PSAs are available for digital download below:

[www.c360m.com/PSAConnect/cura/](http://www.c360m.com/PSAConnect/cura/)

### **NO END DATE FOR USAGE**

A Tough Opponent (:60 :30)

My Biggest Light (:60, :30)

Don't Let Your Guard Down (:60, :30)

The Soundtrack Of Our Lives (:60, :30)

Connect360 has developed an easier way for stations to report PSA airings via a new website. This replaces our PSA reply forms and sending responses by fax or e-mail.

Please visit the following website to provide PSA usage information for this campaign:

<http://psa.c360m.com/?p=P140996>

**501(c)(3) certificates are available below:**

### **Cura Foundation**

[www.c360m.com/PSAConnect/cura/cura\\_501.pdf](http://www.c360m.com/PSAConnect/cura/cura_501.pdf)

### **Sanford Health**

[www.c360m.com/PSAConnect/cura/sanford\\_501.pdf](http://www.c360m.com/PSAConnect/cura/sanford_501.pdf)

[www.c360m.com/PSAConnect/cura/sanford\\_ein.pdf](http://www.c360m.com/PSAConnect/cura/sanford_ein.pdf)

Please let us know your preferences on receiving PSAs by contacting Shaliza Thomas via email at [stomas@c360m.com](mailto:stomas@c360m.com) or by phone at: (212) 624-9187.





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[unitetoprevent.org](http://unitetoprevent.org)