



CURA
FOUNDATION

SANFORD
HEALTH



JOSH GROBAN



STEVE HARVEY

UNITE TO PREVENT | TV 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 launched the campaign at the Fifth International Vatican Conference earlier this year. 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.



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

UNITETOPREVENT.ORG

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Dear Public Service Director,

Important updated COVID-19 TV PSAs: Calling for vaccinations and boosters

COVID-19 continues to have a significant impact on the way in which we live. While there are multiple vaccines readily available, cases continue to rise as vaccination rates slow down and the Delta variant spreads throughout the country. It's vital that people continue to get vaccinated, talk to their doctors about booster shots and continue to adhere to safety guidelines so that we can overcome our battle against 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 viewers to visit UniteToPrevent.org for more information.

- "**A Tough Opponent**": Football legend **Jerry Rice** reminds us that vaccines and booster shots are the best defense against COVID-19 and the variants and that we should continue to follow safety protocols to get back to our normal lives.
- "**Back To The Workplace**": TV stars **Kate Flannery, Oscar Nuñez** and **Leslie David Baker** talk about getting back to the office, stressing the importance of vaccinations and booster shots in the protection from COVID-19 and the variants.
- "**Common Ground**": Actors **Colton Dunn, Joshua Malina, Elise Neal** and **Cristela Alonzo** remind us how hard enduring COVID-19 has been but that we should continue to get vaccinated and ask our doctors about boosters to stay safe.
- "**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.
- "**What I Want**": Celebrities **Colton Dunn, Gabrielle Carteris, Bill Engvall, Bernie Williams, Dan Bucatinsky, Margaret Cho, Loni Love** and **Ross Mathews** motivate us to stay the course so that we can get back to what we want.
- "**Don't Let Your Guard Down**": Entertainer and comedian **Steve Harvey** warns viewers 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 watch 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 a variety of celebrities and influencers, such as Josh Groban, Steve Harvey and Amanda Kloots among others as soon and as often as possible. **These PSAs are good for use through April 30, 2022.**



"A Tough Opponent" (:60)

MUSIC UP AND UNDER

JERRY RICE: 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. Thankfully, there are safe and effective vaccines. Please don't hesitate. Vaccinate and get your booster. It's our best defense against COVID-19 and the variants. If we all continue to do our part- keep practicing the necessary guidelines, even after getting vaccinated we can continue to bring back our small businesses, spend time with friends and family and keep our stadiums and arenas full. No one person ever wins the game alone; it takes teamwork to beat the fierce opponent. We will all win when we unite to prevent.

FADE SOUND AND PICTURE OUT

"Back To The Workplace" (:30)

MUSIC UP AND UNDER

LESLIE DAVID BAKER: Ahhhh the daily grind... This has been the hustle and bustle of the morning commute... are you ready to trade it in for this?

KATE FLANNERY: For many of us, it's time to get back to the office.

LESLIE DAVID BAKER: Shed those sweatpants and enjoy these daily annoyances once again.

KATE FLANNERY : But being vaccinated is the safest way to guard against COVID-19 and the variants.

LESLIE DAVID BAKER: The office awaits.

KATE FLANNERY: Get your booster and unite to prevent.

FADE SOUND AND PICTURE OUT

"Common Ground" (:60)

MUSIC UP AND UNDER

JOSHUA MALINA: We can't ignore how COVID-19 has changed our world. Or how it's exposed our weaknesses.

ELISE NEAL: We can't ignore the suffering we've endured.

CRISTELA ALONZO: Or the heartache from loved ones lost.

JOSHUA MALINA: We've come quite a distance.

CRISTELA ALONZO: And we've shared a common experience.

ELISE NEAL: But we need to stay together and stay informed.

COLTON DUNN: Let's inspire each other to finish what we started. Together we can protect our friends, our neighbors and ourselves. And only together can we find our common ground.

ELISE NEAL: So please get vaccinated and continue to follow the guidelines.

CRISTELA ALONZO: And ask your doctor about receiving a booster shot.

JOSHUA MALINA: Let's not let our guard down. Let's unite to prevent.

FADE SOUND AND PICTURE OUT

AVAILABLE FOR DIGITAL DOWNLOAD

These PSAs are available for digital download below:

www.c360m.com/PSAConnect/cura/

These PSAs are good for use through April 30, 2022

A Tough Opponent :60, :30
Back To The Workplace:60, :30
My Biggest Light:60, :30
What I Want :60, :30
Don't Let Your Guard Down :60, :30
The Soundtrack Of Our Lives :60, :30
Common Ground :60, :30

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

Cura Foundation

www.c360m.com/PSAConnect/cura/cura_501.pdf

Sanford Health

www.c360m.com/PSAConnect/cura/sanford_501.pdf
www.c360m.com/PSAConnect/cura/sanford_ein.pdf

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

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



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unitetoprevent.org