

PROJECT
Lyme



“Lyme Disease is a Thief”
TV PUBLIC SERVICE CAMPAIGN



About Project Lyme

Lyme is a common infectious disease. According to the CDC, there are 476,000 new cases of Lyme disease in the US each year.

Project Lyme's Mission is to eradicate the epidemic of tick-borne diseases through awareness and education, support of cutting-edge science, and advocacy for solutions to end the suffering.

For more information, visit projectlyme.org



FREE THE WORLD FROM
TICK-BORNE DISEASES

projectlyme.org

Learn more about Project Lyme

PROJECTLYME.ORG



[FACEBOOK](#)



[INSTAGRAM](#)



[TWITTER](#)

Dear Public Service Director,

Most people do not realize how devastating Lyme disease can be. The range of symptoms is expansive and often overwhelming, from flu-like symptoms such as fatigue, fever, enlarged lymph nodes, headaches, muscle aches, and joint pain in the early stages to more serious issues such as cognitive impairment, sleep problems, mood changes, shortness of breath or heart palpitations when a diagnosis is missed or delayed. The physical and financial impacts of delayed diagnosis are very high, with sufferers losing time, experiences and money as the disease prevents them from living a normal life. Lyme is a thief, robbing sufferers of their health, and it's vital that people educate themselves about how they can protect themselves from this disease.

Project Lyme is a 501(c)(3) nonprofit organization dedicated to ending the epidemic of tick-borne diseases. Created in 2016, we work tirelessly to fund cutting-edge research, educate the public with accurate information, advocate for meaningful solutions and support patients through their Lyme journey.

We hope that you will help inform your audience about the impact of Lyme disease on sufferers by airing the PSAs "**Lyme Disease is a Thief**" (:60, :30, :15). These PSAs demonstrate the severe and often debilitating symptoms those diagnosed with Lyme disease experience and how it has affected their lives. The PSAs also encourage viewers to visit projectlyme.org for more information and prevention tips. We hope that you will air these messages, which have **no end date for use**, as soon and as often as possible.

If you have any questions regarding these PSAs, please contact our distribution representative at Connect360 Multimedia, Shaliza Thomas (212-624-9187; sthomas@c360m.com).

Thank you in advance for your support of this public service campaign.

Best regards,

A handwritten signature in black ink that reads "Noah Johnston". The signature is written in a cursive, slightly slanted style.

Noah Johnston
Administrative Director
Project Lyme

Lyme Disease is a Thief

Lyme Disease is a growing endemic affecting millions in over 80 countries worldwide. Project Lyme is on a mission to free the world of tick-borne diseases.

To learn more, please watch our new PSA below titled "**Lyme Disease is a Thief**" (:60) which is also available in :30 and :15 lengths. We ask that you please air these PSAs, which have **no end date for use** as soon and as often as possible.



"Lyme Disease is a Thief" (:60)	
<p>1. Shot of woman in wheelchair sitting in front of window.</p>	<p><u>MUSIC UP AND UNDER</u></p> <p><u>NARRATOR V/O:</u> <i>People might tell you that Lyme doesn't kill people, but we are losing people. People disappear from their lives.</i></p>
<p>2. Shot of Jesse speaking.</p> <p><u>GRAPHIC:</u> Jesse, Musician LYME SUFFERER FOR 6 YEARS</p>	<p><u>JESSE O/C:</u> One of the scariest things that I had to deal with was, uh, memory loss.</p>
<p>3. Shot of Jesse standing, switch to shot of Jesse playing guitar on stage.</p>	<p><u>JESSE V/O:</u> <i>Not just like I don't remember what I did last week, but like, I forgot all the words to my own songs. I remember going to my primary care physician,</i></p>
<p>4. Shot of Jesse speaking.</p>	<p><u>JESSE O/C:</u> and he was like, "You are 100% healthy. There's nothing wrong with you." And my response was "That's impossible, I'm dying."</p>
<p>5. Shot of Ashley speaking.</p> <p><u>GRAPHIC:</u> Ashley, Holistic Nutritionist LYME SUFFERER FOR 8 YEARS</p>	<p><u>ASHLEY O/C:</u> I wasn't working.</p>

TV PSA SCRIPTS

[Download All PSA Scripts](#)

"Lyme Disease is a Thief" (:60 continued)	
6. Shot of Ashley in hospital bed,	<u>ASHLEY V/O:</u> <i>I had all of these hospital bills. We had to move out of our home</i>
7. Shot of Ashley speaking.	<u>ASHLEY O/C:</u> and move into my parents' basement.
8. Shot of Gabriela speaking. <u>GRAPHIC:</u> Gabriela, Registered Nurse LYME SUFFERER FOR 8 YEARS	<u>GABRIELA O/C:</u> I just wish I could've truly been present in those big moments.
9. Close-up shot of baby's legs and feet, switch to shot of child wearing backpack.	<u>GABRIELA V/O:</u> <i>You know, when she took her first steps or you know, her first day of preschool.</i>
10. Shot of Gabriela speaking. <u>GRAPHIC:</u> Ashley, Holistic Nutritionist LYME SUFFERER FOR 8 YEARS	<u>GABRIELA O/C:</u> Lyme is such a thief and it goes undetected because no one is looking for it.
11. <u>GRAPHIC:</u> Project Lyme logo projectlyme.org A public service message from Project Lyme	<u>NARRATOR V/O:</u> <i>For more information and prevention tips, go to Project Lyme dot org.</i> <u>FADE SOUND AND PICTURE OUT</u>

AVAILABLE FOR DIGITAL DOWNLOAD

This PSA is available for digital download below:

<http://psaconnect.c360m.com/PL/>

This PSA has no end date for use.

Lyme Disease is a Thief (: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

INTERNAL REVENUE SERVICE
P. O. BOX 2508
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date: **MAR 11 2016**

HEARST PROJECT LYME
C/O HEATHER HEARST
PO BOX 323 223 UNION STREET
ROCKPORT, ME 04856

Employer Identification Number:
81-1138289
DLN:
17053025348036
Contact Person:
SHERRI L ROYCE ID# 31653
Contact Telephone Number:
(877) 829-5500
Accounting Period Ending:
December 31
Public Charity Status:
170(b)(1)(A)(vi)
Form 990/990-EZ/990-N Required:
Yes
Effective Date of Exemption:
December 28, 2015
Contribution Deductibility:
Yes
Addendum Applies:
No

Dear Applicant:

We're pleased to tell you we determined you're exempt from federal income tax under Internal Revenue Code (IRC) Section 501(c)(3). Donors can deduct contributions they make to you under IRC Section 170. You're also qualified to receive tax deductible bequests, devises, transfers or gifts under Section 2055, 2106, or 2522. This letter could help resolve questions on your exempt status. Please keep it for your records.

Organizations exempt under IRC Section 501(c)(3) are further classified as either public charities or private foundations. We determined you're a public charity under the IRC Section listed at the top of this letter.

If we indicated at the top of this letter that you're required to file Form 990/990-EZ/990-N, our records show you're required to file an annual information return (Form 990 or Form 990-EZ) or electronic notice (Form 990-N, the e-Postcard). If you don't file a required return or notice for three consecutive years, your exempt status will be automatically revoked.

If we indicated at the top of this letter that an addendum applies, the enclosed addendum is an integral part of this letter.

For important information about your responsibilities as a tax-exempt organization, go to www.irs.gov/charities. Enter "4221-PC" in the search bar to view Publication 4221-PC, Compliance Guide for 501(c)(3) Public Charities, which describes your recordkeeping, reporting, and disclosure requirements.

Letter 947

PROJECT
lyme