

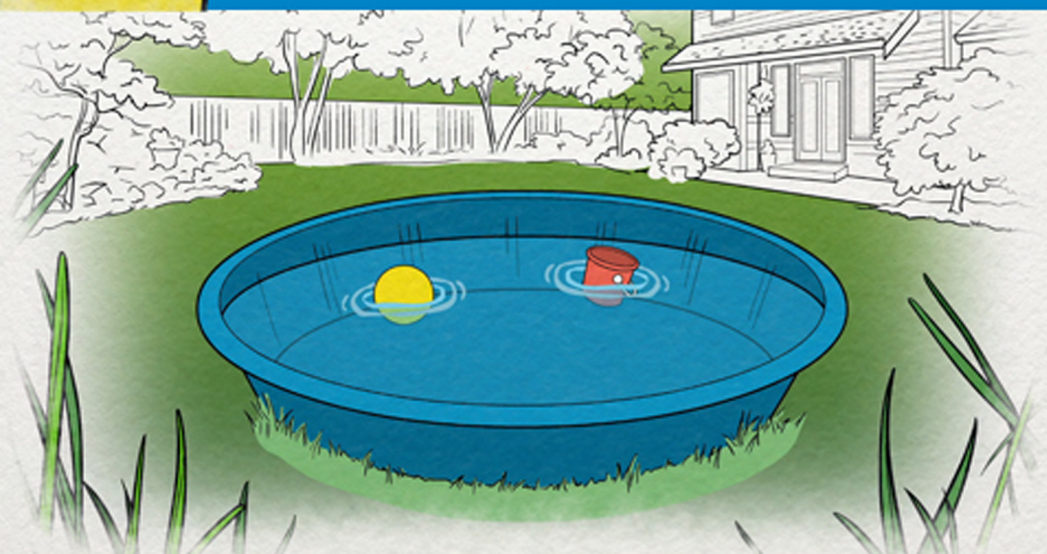


NPMA

National Pest Management Association



**A PUBLIC SERVICE CAMPAIGN TO
PROTECT YOUR HEALTH AND FAMILY**



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ABOUT THE NATIONAL PEST MANAGEMENT ASSOCIATION

The National Pest Management Association (NPMA), a nonprofit organization with more than 5,500 members from around the world, was established in 1933 to support the pest management industry's commitment to the protection of public health, food and property from the diseases and dangers of pests.

For more information, please visit PestWorld.org.



**Learn more about the
National Pest Management
Association's consumer
education resources.**

PESTWORLD.ORG

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Dear Public Service Director,


Summer is synonymous with spending time outdoors and soaking in the sunshine with family and friends. Whether it's weekend hikes, backyard barbecues, hotel stays and beach rentals for summer vacation or relaxing by the pool, there are also pests in abundance and all around us. Ticks, mosquitoes, ants, bed bugs, stinging insects, rats and mice and cockroaches are just a few of the pests that can put a damper on the season with bites, stings and even property damage and disease transmission depending on the pests encountered.

Cockroaches and rodents can exacerbate allergy symptoms and trigger asthma attacks, especially in smaller children. Stinging insects can be aggressive when foraging for food or defending nests and send more than half a million people to emergency rooms each year. Ticks, depending on the species, can transmit Lyme disease and Rocky Mountain spotted fever – diseases that are on the rise. And did you know mosquitoes are the deadliest animal in the world? While we don't have Malaria concerns here in the U.S., they do spread West Nile virus, Dengue fever and more. Rodents and cockroaches are also disgusting, spreading germs and bacteria resulting in foodborne illness and other sickness. Ants can contaminate food and bed bugs feed on human hosts and can be one of the most difficult pests to control once they infest a home or property. They love to hitchhike on people during travel.

All these threats underscore the need for public awareness and education to safeguard our health and protect against pests. Your station can help by airing the new public service announcement (PSA), titled "**Storytime**" (:60, :30). This animated PSA is narrated by a young child whose family took action once they started seeing pests around the house. Using creative imagery and storytelling, the PSA provides key facts about the health problems and diseases caused by pests and provides important information regarding where pests are most commonly found within our homes and our surroundings. The PSA also encourages viewers to learn more by visiting the informational site PestWorld.org. **This PSA has no end date for use.**

The NPMA is a nonprofit organization committed to the protection of public health, food and property from the diseases and dangers posed by common household pests.

Respectfully,



Cindy Mannes
Senior Vice President of Public Affairs
National Pest Management Association

Storytime

Household pests are a health risk which can have a significant impact on our daily lives and surroundings. Using creative storytelling and animated imagery, this new public service announcement (PSA) takes a unique look at the many ways in which pests can lead to serious health concerns and illnesses.

To learn more, please watch our :60 PSA titled "**Storytime**" which is also available in a:30 length. We ask that you please air our PSAs as soon and as often as possible. **These PSAs have no end date for use.**

Additional PSAs are available for review and download at <https://psaconnect.c360m.com/npma>

Thank you for your consideration.



"Storytime" (:60)

GIRL V/O: Once upon a time... There were scary wasps flying around my swing set. Mom asked around for help and our family began learning all about pests. Did you know that stinging insects send tons of people to the hospital each year? [OUCH!]

And I learned teeny ticks could live in grass right by our house. Their bites can be dangerous and can make you sick. And in my brother's pool... Mosquitoes hatch their eggs in water just like that and they can make people sick with their bites. I also learned to avoid a messy trash can... Mice and rats can eat our garbage and come inside our house. [Gross!]

You DON'T want them to visit. And in the kitchen... Roaches LOVE our food, and the water left by leaky faucets. [Watch out!]...they can make it hard to breathe!

Sneaky pests can be in SOOO many places around our house. Now we know how they can hurt our health and how we can keep them out. So we can live happily ever after...

NARRATOR V/O: Learn how to protect your family at PESTWORLD.ORG

"Storytime" (:30)

GIRL V/O: Once upon a time... our family had trouble with pests around our home.

Did you know that stinging insects send tons of people to the hospital? And teeny ticks and mosquitoes can be all around the yard. Their bites can make people and their pets sick. Mice, rats and roaches need food and water—just like us! You DO not want them to visit. They can spread disease and make it hard to breathe. I am sure glad THIS story has a happy ending...

NARRATOR V/O: Learn how to protect your family at PESTWORLD.ORG

AVAILABLE FOR DIGITAL DOWNLOAD

These PSAs are available for digital download below:

<https://psaconnect.c360m.com/npma/>

No End Date For Use

Storytime (:60, :30)

501(c) certificate is available below:

Professional Pest Management Alliance:

https://psaconnect.c360m.com/npma/collateral/ppma_letter.pdf

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

Ivette Achong: via e-mail at iachong@c360m.com
or by phone at (212) 624-9186.

501 (c)(3) certificate

FEB-19-2000 11:25AM PAYROLL AND FINANCIAL ADVERTISING

No. 3342 P. 2

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

DEPARTMENT OF THE TREASURY

Date: DEC 10 2000

PROFESSIONAL PEST MANAGEMENT
ALLIANCE
8100 OAK ST
DUNN LORING, VA 22027

Employer Identification Number: 54-1885790
EIN: 200341007
Contact Person: ROBERTA VAN MEETER ID# 52624
Contact Telephone Number: (877) 829-5500
Internal Revenue Code Section 501(c)(6)
Accounting Period Ending: June 30
Form 990 Required: Yes
Addendum Applies: No

Dear Applicant:

Based on information supplied, and assuming your operations will be as stated in your application for recognition of exemption, we have determined you are exempt from Federal income tax under section 501(a) of the Internal Revenue Code as an organization described in the section indicated above.

Unless specifically excepted, you are liable for taxes under the Federal Insurance Contributions Act (social security taxes) for each employee to whom you pay \$100 or more during a calendar year. And, unless excepted, you are also liable for tax under the Federal Unemployment Tax Act for each employee to whom you pay \$50 or more during a calendar quarter if, during the current or preceding calendar year, you had one or more employees at any time in each of 20 calendar weeks or you paid wages of \$1,500 or more in any calendar quarter. If you have any questions about excise, employment, or other Federal taxes, please address them to this office.

If your sources of support, or your purposes, character, or method of operation change, please let us know so we can consider the effect of the change on your exempt status. In the case of an amendment to your organizational document or bylaws, please send us a copy of the amended document or bylaws. Also, you should inform us of all changes in your name or address.

In the heading of this letter we have indicated whether you must file Form 990, Return of Organization Exempt From Income Tax. If Yes is indicated, you are required to file Form 990 only if your gross receipts each year are normally more than \$25,000. However, if you receive a Form 990 package in the mail, please file the return even if you do not exceed the gross receipts test. If you are not required to file, simply attach the label provided, check the box in the heading to indicate that your annual gross receipts are normally \$25,000 or less, and sign the return.

If a return is required, it must be filed by the 15th day of the fifth

Pest World.ORG



Your Partner in Pest Prevention