



CURA
FOUNDATION

SANFORD
HEALTH



JON SECADA



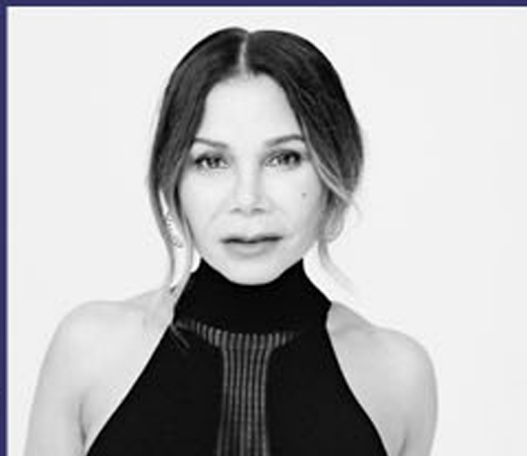
JUDY REYES

UNITE TO PREVENT

TV PUBLIC SERVICE CAMPAIGN



ALFONSO HERRERA



DAPHNE RUBIN-VEGA

ABOUT UNITE TO PREVENT

The UNITE TO PREVENT Campaign is sponsored by the Cura Foundation and Sanford Health. The Cura Foundation is a nonsectarian, nonpartisan, public global health organization committed to improving human health and increasing quality of life. The Foundation launched the campaign virtually at the Fifth International Vatican Conference in 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.



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

UNITETOPREVENT.ORG

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Dear Public Service Director,

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Important COVID-19 TV PSAs For the Hispanic Community

COVID-19 continues to have a significant impact on our health and well-being, particularly within the Hispanic community. According to data from the [U.S. Centers for Disease Control and Prevention](#), Hispanics have been at a higher risk of hospitalization or death from COVID-19 than some other racial and ethnic groups in the U.S. While there are multiple vaccines available, vaccination rates are slowing down as mask mandates are lifted in certain areas of the country. It is vital that Hispanics, as well the general population, continue to get vaccinated, talk to their doctors about booster shots and continue to adhere to the latest 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. Cura Foundation has partnered with Sanford Health --another 501(c) 3 nonprofit) -- to release a new series of PSAs urging Hispanic audiences and the public at large to "Unite to Prevent" the further spread of the coronavirus. Available in :60 and :30 lengths, these PSAs feature an array of celebrities and encourage viewers to visit [UniteToPrevent.org](#) for more information.

- "**La Comunidad**" ("**The Community**"): In this new PSA, Cuban-American musician **Jon Secada**, Panamanian-American actress **Daphne Rubin-Vega** and Chilean-American actor **Cristián de la Fuente** remind us to be change makers in our communities by getting the vaccine and booster shots. These celebrities have very diverse backgrounds but share a common goal of conveying these important messages. Jon Secada's musical career spans over two decades, with three Grammy Awards, 20 million albums sold and starring roles on Broadway. Daphne Rubin-Vega has been featured in numerous television shows and theatrical movies, most recently in the feature film "In the Heights". Cristián de la Fuente has appeared as a series regular in many English and Spanish-language TV shows and telenovelas in addition to hosting the Latin Grammy Awards.

- "**La Familia**" ("**The Family**"): Featuring Mexican actor **Alfonso Herrera**, award-winning Cuban actor and humanitarian **Olga Merediz** and Dominican-American actress **Judy Reyes**, this new PSA motivates us to stay the course so that we can get back to being with friends and family without worrying about the risk of COVID-19. These celebrities are using their talents and voices to provide messages of support. Poised to breakout with American audiences in 2022, Mexican actor Alfonso Herrera is a series regular in the award-winning series, Ozark. Olga Merediz's career spans over four decades, most recently in the screen adaptation of the hit Broadway musical "In the Heights". Judy Reyes has worked extensively in television, theater and film for the last 20 years and remains a founding member of NYC's Labyrinth Theater Company.

We hope that you will air these PSAs, **which have no end date for use**, as soon and as often as possible

Sincerely,



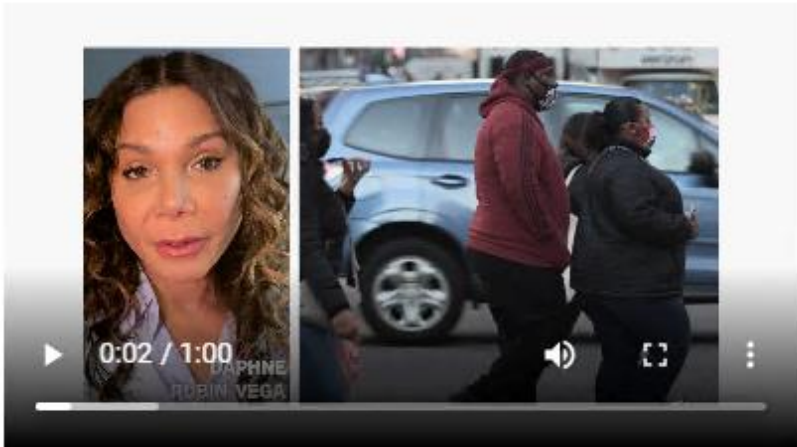
Robin L. Smith, MD

Founder, President and Chairman, Cura Foundation

UNITE TO PREVENT

The Cura Foundation and Sanford Health are pleased to present the latest public service announcements for 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 receiving a booster shot, and not letting their guard down. We are reaching a crucial stage in the pandemic and even though we now have multiple vaccines, vaccination rates are slowing down as mask mandates are being lifted. 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 "**La Comunidad**" ("**The Community**") (:60) featuring Grammy Award-winning musician Jon Secada, dancer, singer-songwriter and actress Daphne Rubin-Vega and actor Cristián de la Fuente which is also available in a :30 length. We ask that you please air these UNITE TO PREVENT PSAs, which also feature a variety of additional Hispanic celebrities, such as Alfonso Herrera, Olga Merediz and Judy Reyes as soon and as often as possible. **These PSAs have no end date for use.**



"La Comunidad" (:60)

MUSIC UP AND UNDER

DAPHNE RUBIN-VEGA: We had hoped by now, the pandemic would be in the rear view mirror and we'd be getting back to life's normal routines.

JON SECADA: But unfortunately, COVID isn't gone until it is gone everywhere in the world.

CRISTIÁN DE LA FUENTE: This virus has ravaged our Hispanic communities and now that masks are coming off, it's even more important to get vaccinated.

DAPHNE RUBIN-VEGA: I know this is personal and complicated. And everyone has different views but we need to work together to prevent people from becoming seriously ill and dying.

JON SECADA: We can protect our loved ones, our families, and our neighbors by getting people vaccinated. COVID has no boundaries and the longer we wait, the longer it will be with us.

CRISTIÁN DE LA FUENTE: Be a change maker, encourage your friends and family to get the vaccine. And if you've already been vaccinated, get your booster, now!

JON SECADA: Please join me with our community...

JON, DAPHNE & CRISTIÁN: and UNITE TO PREVENT.

FADE SOUND AND PICTURE OUT

"La Familia" (:60)

MUSIC UP AND UNDER

ALFONSO HERRERA: There is nothing more important in the Hispanic community than family.

OLGA MEREDIZ: COVID-19 and its variants have ripped through our neighborhoods...

JUDY REYES: tearing our families apart, leaving so many sick...

OLGA MEREDIZ: without work and tragically has taken lives.

ALFONSO HERRERA: This virus pulls at the very fabric of who we are,

OLGA MEREDIZ: preventing us from doing what we love most...

ALFONSO HERRERA: coming to the table, celebrating life and each other.

JUDY REYES: We also want our lives to get back to normal so we can actually spend time with our friends and our family without worrying if we're putting their lives at risk.

ALFONSO HERRERA: This pandemic isn't over, so please, get the vaccine. And if you've already been vaccinated, get your booster.

OLGA MEREDIZ: It's free, it's safe and it can be the difference between life and death.

ALFONSO HERRERA: The actions you take and the decisions you make affect everyone.

ALFONSO, OLGA & JUDY: Let's come together and UNITE TO PREVENT.

FADE SOUND AND PICTURE OUT

AVAILABLE FOR DIGITAL DOWNLOAD

These PSAs are available for digital download below:

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

These PSAs have no end date for use.

La Comunidad :60, :30

La Familia :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 stthomas@c360m.com
or by phone at (212) 624-9187.



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unitetoprevent.org