



TV PUBLIC SERVICE CAMPAIGN



Disability Inclusion & Representation

ABOUT EASTERSEALS

Easterseals is leading the way to full equity, inclusion, and access through life-changing disability and community services.

For more than 100 years, we have worked tirelessly with our partners to enhance quality of life and expand local access to healthcare, education, and employment opportunities. And we won't rest until every one of us is valued, respected, and accepted.

Through our national network of Affiliates, Easterseals provides essential services and on-the-ground supports to more than 1.5 million people each year – from early childhood programs for the critical first five years, to autism services, to medical rehabilitation and employment programs, to veterans' services, and more. Our public education, policy, and advocacy initiatives positively shape perceptions and address the urgent and evolving needs of the one in four Americans living with disabilities today.

Together, we're empowering people with disabilities, families, and communities to be full and equal participants in society.

To learn and get involved more, please visit www.easterseals.com.



Learn more about Easterseals

[EASTERSEALS.COM](https://www.easterseals.com)



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Dear Public Service Director,

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Easterseals is leading the way to full equity, inclusion, and access to education, employment, and healthcare for people with disabilities and their families. Disability inclusion and representation is critical across our communities as one in four people today are living with disability.

The disability community is the largest minority group, numbering some 61 million people of all races, ethnicities, gender identity, sexual orientation, ages and religions, and is a community many of us will join at some point in our lives. And yet, people with disabilities face deeply rooted, outdated stigmas and misperceptions across all aspects of society. It's imperative to grow awareness and understanding of the disabled community and to amplify their voices as full participants in our community.

As America's largest nonprofit health care organization since its founding in 1919, Easterseals is committed to the comprehensive health and wellness of the more than 1.5 million people it serves each year, ensuring that the needs of children and adults with disabilities, veterans and older adults are met with services and supports to help them live, learn, work and play in their communities.

We hope you will help inform your audiences about the importance of disability inclusion and representation by airing our latest PSAs titled "**That's My Easterseals, Make It Yours**" (:60, :30). These PSAs feature actors and disability advocates **Sofiya Cheyenne** and **Jamie Brewer**, who both share how Easterseals has had a life-changing impact on their own lives and how Easterseals services continue to positively impact people's lives every day. The PSAs, which encourage audiences to visit Easterseals.com for more information, also demonstrate how much people with disabilities have to offer our communities. We hope you will air these PSAs, **which have no end date for use**, as soon and as often as possible.

As we continue to serve millions of people across the country, we need the support of stations like yours to deliver these timely and important messages to help change perceptions about people with disabilities – about what they offer our communities, as dedicated employees, colleagues, students, friends and neighbors -- and advance true inclusion.

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



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Sofiya and Jamie

Easterseals is leading the way to full equity, inclusion and access through life-changing disability and community services.

To learn more, please watch the latest Easterseals PSAs below titled "**Sofiya**" (:60) and "**Jamie**" (:60) which are also available in :30 lengths. We ask that you please air these PSAs, which have **no end date for use** as soon and as often as possible.



"Sofiya" (:60)

SOFIYA V/O: One in four Americans have a disability.

SOFIYA O/C: I'm one of them. I'm also a working mom who cares deeply about making sure every child with a disability thrives by getting their access needs met. Early identification and early interventions are crucial and we've got a trusted ally and disability champion that we can rely on. Easterseals.

SOFIYA V/O: The services and supports Easterseals provides children and families set the foundation for lifelong success through inclusive, high quality early learning programs, skills training and prep for college and career.

SOFIYA O/C: By enriching education for children and students with disabilities and their families, Easterseals is leading the way to full equity inclusion and access. That's my Easterseals. Make it yours.

SOFIYA V/O: Join us, learn more and get involved at Easterseals.com.

TV PSA SCRIPTS

"Jamie" (:60)

JAMIE V/O: One in four people have a disability.

JAMIE O/C: I'm one of them. I'm also an actor and advocate for disability inclusion across all aspects of life. I am proud that my success has allowed me to be more visible and heard. Through my work, I've been able to raise awareness for those with down syndrome and other disabilities. The disability community is passionate, strong, powerful. We have so much to offer and deserve to be included in society. And we've got a trusted ally and disability champion we can rely on. Easterseals.

JAMIE V/O: Easterseals is leading the way to full equity, inclusion and access, delivering services, advocacy and local supports that elevates communities for everyone.

JAMIE O/C: That's my Easterseals. Make it yours.

JAMIE V/O: Join us, learn more and get involved at Easterseals.com.

AVAILABLE FOR DIGITAL DOWNLOAD

These PSAs are available for digital download below:

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

No End Date For Use

"Sofiya" (:60, :30)

"Jamie" (:60, :30)

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

Shaliza Thomas: via e-mail at sthomas@c360m.com
or by phone at (212) 624-9187.

501 (c)(3) certificate

Illinois Sales Tax Exemption Certificate

EASTER SEALS INC

141 W JACKSON R VE STE 1400A
CHICAGO IL 60604-2188

Sales Tax Exemption Certificate

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01/08/2017

Expiration date:

02/01/2022

Sales Tax Exemption

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Organization type:

Charitable

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CHICAGO, IL 60601

