



 American Lung Association.

**Respiratory Syncytial Virus (RSV)**

TV Public Service Campaign



## About American Lung Association

The American Lung Association is the leading organization working to save lives by improving lung health and preventing lung disease through education, advocacy and research. The work of the American Lung Association is focused on four strategic imperatives: to defeat lung cancer; to champion clean air for all; to improve the quality of life for those with lung disease and their families; and to create a tobacco-free future. For more information about the American Lung Association, a holder of the coveted 4-star rating from Charity Navigator and a Gold-Level GuideStar Member, or to support the work it does, call 1-800-LUNGUSA (1-800-586-4872) or visit: [Lung.org](http://Lung.org).



## Learn more about American Lung Association

[LUNG.ORG](https://www.lung.org)



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Dear Public Service Director,

RSV (Respiratory Syncytial Virus) is a common respiratory virus that can infect people of all ages. Most people, including infants, develop only mild symptoms similar to that of a common cold including runny nose, fever, cough, decreased appetite or a sore throat. But for some children, RSV can be severe and even life threatening.

RSV is the most common cause of complications in children younger than 12 months of age in the United States. Children who were premature, have chronic lung or heart conditions, or weakened immune systems are at risk of severe disease from RSV infection. Trouble breathing or dehydration are the first signs of a more serious illness, which may lead to pneumonia or bronchiolitis. Additionally, one to two out of every 100 children younger than 6 months of age with RSV infection may need to be hospitalized.

The virus is highly contagious and with people taking fewer precautions as COVID-19 restrictions are lifted, RSV is spreading at an unusually high rate. While there is no vaccine yet to prevent RSV infection, scientists are working hard to develop one. In the meantime, it's important that parents learn how they can help prevent the spread of RSV and what to do if they're children begin to experience symptoms of the virus.

The American Lung Association is the leading organization working to save lives by improving lung health and preventing lung disease, through research, education and advocacy. Our work is focused on four strategic imperatives: to defeat lung cancer; champion clean air for all; improve the quality of life for those with lung disease and their families; and create a tobacco-free future.

We hope that you will help inform your audience about the risk of RSV to infants by airing the PSA "**The Impact of RSV on Children**" (:30). This PSA highlights the symptoms of RSV. We hope you will air the PSA, which has **no end date for use**, as soon and as often as possible.

For any questions or additional information, please contact our PSA distribution representative, Shaliza Thomas at Connect360 Multimedia, at 212.624.9187 or via email at [sthomas@c360m.com](mailto:sthomas@c360m.com).

Thank you in advance for your support and consideration.

Sincerely,



Jennifer Nau  
National Senior Director, American Lung Association

## Respiratory Syncytial Virus (RSV)

RSV is so common that nearly 100% of children have been infected with the virus by age two. Know the signs and symptoms that may indicate a worsening illness and when to contact your healthcare provider.

To learn more, please watch our new PSA below titled "**The Impact of RSV on Children**" (:30). We ask that you please air this PSA, which has **no end date for use** as soon and as often as possible.



## TV PSA SCRIPT

### "The Impact of RSV on Children" (:30)

**NARRATOR V/O:** Nearly 100% of children will be infected with Respiratory Syncytial Virus by age 2. Symptoms can be like a common cold. However, it can be life threatening. Trouble breathing or dehydration are signs of severe illness. RSV is the leading cause of hospitalization of all infants. Contact your healthcare provider if symptoms worsen. Visit [lung.org/rsv](http://lung.org/rsv) to learn more.

## AVAILABLE FOR DIGITAL DOWNLOAD

This PSA is available for digital download below:

[www.psaconnect.c360m.com/ALA/](http://www.psaconnect.c360m.com/ALA/)

### **No End Date For Use**

"The Impact of RSV on Children" :30

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

Shaliza Thomas via email at [sthomas@c360m.com](mailto:sthomas@c360m.com)  
or by phone at (212) 624-9187.

**THANK YOU FOR YOUR SUPPORT!**



# 501 (c)(3) certificate



OGDEN UT 84201-0038

In reply refer to: 0441772048  
Feb. 11, 2010 LTR 4168C E0  
13-1632524 000000 00  
00025134  
BODC: TE

AMERICAN LUNG ASSOCIATION  
14 WALL STREET STE 8C  
NEW YORK NY 10005

Employer Identification Number: 13-1632524  
Person to Contact: J. FREEMAN  
Toll Free Telephone Number: 1-877-829-5500

Dear Taxpayer:

This is in response to your Feb. 02, 2010, request for information regarding your tax-exempt status.

Our records indicate that your organization was recognized as exempt under section 501(c)(3) of the Internal Revenue Code in a determination letter issued in January 1944.

Our records also indicate that you are not a private foundation within the meaning of section 509(a) of the Code because you are described in section(s) 509(a)(1) and 170(b)(1)(A)(vi).

Donors may deduct contributions to you as provided in section 170 of the Code. Bequests, legacies, devises, transfers, or gifts to you or for your use are deductible for Federal estate and gift tax purposes if they meet the applicable provisions of sections 2055, 2106, and 2522 of the Code.

If you have any questions, please call us at the telephone number shown in the heading of this letter.

Sincerely yours,

Rita A. Leete  
Accounts Management II

 American Lung Association.