

**lisa** FOUNDATION<sup>SM</sup>

*Shedding light on brain aneurysms.*

TV PUBLIC SERVICE CAMPAIGN

# THE WORST HEADACHE OF YOUR LIFE



**1 in 20 people will develop a Brain Aneurysm.**

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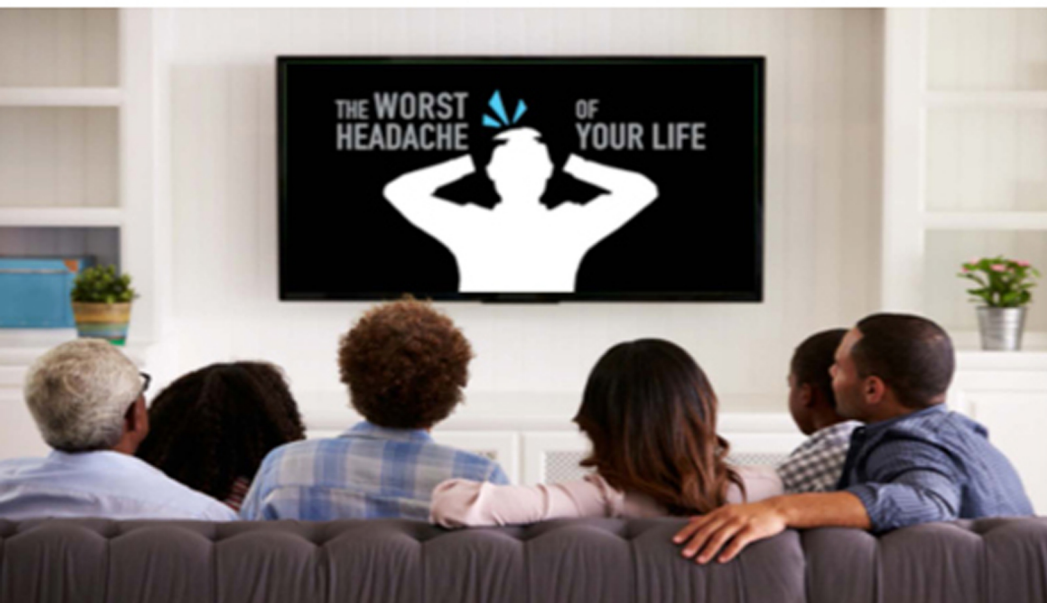
## ABOUT THE LISA FOUNDATION

The Lisa Foundation was founded in September, 2015 in honor of Lisa Colagrossi, a well-known television journalist who died from a ruptured aneurysm earlier that year. Lisa's passing made news headlines around the world and played a large role in elevating awareness about Brain Aneurysms throughout the U.S.

Since our founding, we have become the nation's leader in raising awareness and educating the public about Brain Aneurysms through programs that highlight the top warning signs and symptoms while targeting those individuals who are most at risk. We have just begun and will not stop in our quest to advance more effective methods of prevention, detection, and successful treatment.

Because of our innovative approach, and with the help of stations across the country like yours, we have been credited with saving thousands of lives!

Learn more at [www.lisafoundation.org](http://www.lisafoundation.org).



# Learn more about The Lisa Colagrossi Foundation

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Dear Public Service Director,

If you are a female, or have one in your family, you will want to read this. My wife, Lisa Colagrossi, was a well-known, veteran television anchor and reporter. She was adored by viewers and colleagues throughout the U.S. She was also an amazing wife and mother of two boys who sacrificed her own quality of life for that of her family.

In March 2015, Lisa walked through the door after a long day of work, clutched her head with both hands and said "I have the Worst Headache Of my Life - WHOL". We did not know it at the time, but the very unusual headache Lisa developed was one of the classic warning signs of a silent killer – Brain Aneurysms. She experienced that same WHOL over a period of several weeks but would always attribute them to the stress of life and, like many of us, would try to power through expecting the headache to resolve itself. On the morning of March 19, 2015 Lisa left for work as she had every morning in her career. She never returned home because she experienced a catastrophic rupture.

Just six months later, I founded The Lisa Foundation, and over the last eight years we have established ourselves as the U.S. leader in raising awareness and educating the public about Brain Aneurysms. The statistics are staggering. Up to 15 million in the U.S. will develop one in their lifetime. **Women are over 50% more at risk** of developing a Brain Aneurysm and African Americans are 25% more at risk. Of those who experience a rupture, **over 75% either die or experience permanent disability.**

As part of our mission to raise awareness of these statistics and to save lives, we hope you will share the new PSA titled "**Worst Headache Of Life**" (:30, :15) with your viewing audience. The PSA focuses on the top warning signs and features actual brain aneurysm survivors describing in their own words what the "worst headache" felt like to them. Also available for use is the PSA titled "**Inconvenient**" (:60) which stresses the importance of knowing the signs and symptoms of a Brain Aneurysm and what to do if you experience one. **These PSAs have no end date for use.**

We are attempting to create a national discussion about headaches in general with this PSA as we want people to know how to distinguish an average headache or severe migraine from the "Worst Headache Of Life" so they don't dismiss this life threatening symptom (like Lisa and millions of others who are no longer with us did) and understand they need to seek emergency medical treatment.

They call Brain Aneurysms the "Silent Killer". We hope you will give strong consideration to helping us "break the silence" about Brain Aneurysms and educating your viewing audience by airing our new PSAs. In doing so, you will help us save many, many more lives – including that of someone you may know.

Thank you in advance for your support.

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

Todd Crawford  
Founder & Executive Director

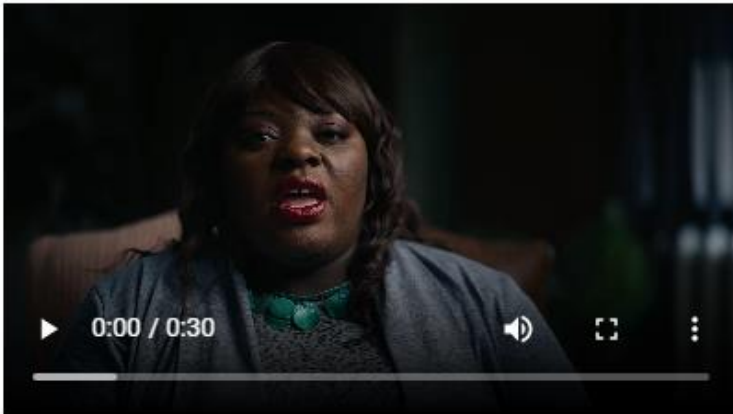
## Worst Headache Of Life

Brain aneurysms are a big health problem in the U.S., affecting up to 1 in 20 people...that's 15 million Americans potentially at risk. In 2016, we conducted the industry's first online survey to poll the public's understanding of Brain Aneurysms. The results were staggering. Over 94% of Americans had little to no understanding of what a Brain Aneurysm was and nearly 100% could not name the top warning signs, risk factors or who is most at risk. So, we set out to do something about it.

*They say Brain Aneurysms are a silent killer...well, we've decided to break the silence!*

To learn more, please watch the new public service announcement (PSA) titled "**Worst Headache Of Life**" :30 which is also available in a:15 length. Also available for use is the PSA titled "**Inconvenient**" (:60).

**These PSAs have no end date for use.** We ask that you please air these PSAs as soon and as often as possible.



"Worst Headache Of Life" :30

## TV PSA SCRIPTS

### "Worst Headache Of Life" (:30)

#### **MUSIC UP AND UNDER**

**WOMAN 1 V/O:** It felt like a hammer, smacking my head.

**WOMAN 2 V/O:** Like something exploded in my head.

**MAN V/O:** It was the worst headache of my life.

**WOMAN 3 V/O:** Pain you would not believe.

**WOMAN 3 V/O:** I felt I had been hit in the head with a baseball bat.

**NARRATOR V/O:** Fifteen million people have an undiagnosed brain aneurysm. If you have the Worst Headache Of Your Life get help immediately.

**WOMAN 2 V/O:** I'm one of the lucky ones.

**WOMAN 3 V/O:** I'm extremely lucky.

**MAN V/O:** I'm a survivor.

**WOMAN 1 V/O:** I survived.

**WOMAN 2 V/O:** It didn't end my life.

**WOMAN 3 V/O:** Don't let it end yours.

**NARRATOR V/O:** Visit [Lisa Foundation dot org](http://LisaFoundation.org) to learn more.

**FADE SOUND AND PICTURE OUT**

## TV PSA SCRIPTS

### "Worst Headache Of Life" (:15)

#### **MUSIC UP AND UNDER**

**MAN V/O:** It was the worst headache of my life.

**WOMAN 3 V/O:** Pain you would not believe.

**WOMAN 2 V/O:** Like something exploded in my head.

**NARRATOR V/O:** Fifteen million people have an undiagnosed brain aneurysm. If you have the Worst Headache Of Your Life get help immediately. Visit [Lisa Foundation dot org](http://LisaFoundation.org) to learn more.

#### **FADE SOUND AND PICTURE OUT**

### "Inconvenient" (:60)

#### **MUSIC UP AND UNDER**

**NARRATOR V/O:** A brain aneurysm doesn't care if you're busy, it doesn't care that you have important meetings. It doesn't care that you have to drop your daughter off at ballet and your son off at soccer practice. And if you ignore the warning signs of a brain aneurysm you'll realize too late that the meeting wasn't that important. No meeting is. That you'll never see another soccer game and that your daughter won't see you in the audience at the big recital. So if you suddenly experience the worst headache of your life, sharp pain behind your eye and blurry vision don't ignore it. Seek immediate emergency care. Because your family is counting on you to take care of you. The Lisa Colagrossi Foundation. Shedding light on brain aneurysms.

#### **FADE SOUND AND PICTURE OUT**



## AVAILABLE FOR DIGITAL DOWNLOAD

These PSAs are available for digital download below:

[www.c360m.com/PSAConnect/lisa/](http://www.c360m.com/PSAConnect/lisa/)

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

Worst Headache Of Life (:30) (:15)  
Inconvenient (:60)

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

Holly Mulé via email at [hmule@c360m.com](mailto:hmule@c360m.com)  
or by phone at (212) 624-9196.

# 501 (c)(3) certificate

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

DEPARTMENT OF THE TREASURY

Date: **AUG 17 2015**

THE LISA COLAGROSSI FOUNDATION  
PO BOX 13  
FRANKENMUTH, MI 48734-0000

Employer Identification Number:  
47-4718416  
DLN:  
26053625001445  
Contact Person:  
CUSTOMER SERVICE ID# 31954  
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:  
August 11, 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](http://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.

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