



DUCKS UNLIMITED

A TV Public Service Campaign



ABOUT DUCKS UNLIMITED

Ducks Unlimited Inc. is the world's largest nonprofit organization dedicated to conserving North America's continually disappearing waterfowl habitats. Established in 1937, Ducks Unlimited has conserved more than 18 million acres thanks to contributions from more than a million supporters across the continent. Guided by science and dedicated to program efficiency, DU works toward the vision of wetlands sufficient to fill the skies with waterfowl today, tomorrow, and forever. For more information on our work, visit www.ducks.org.



Learn more about Ducks Unlimited

[ABOUT](#)



[YOUTUBE](#)



[FACEBOOK](#)



[INSTAGRAM](#)

Dear Public Service Director,

Wetlands are disappearing. Over the past century, the United States has lost more than 50% of its wetlands. These complex habitats are essential for ducks, wildlife, people and a sustainable future — making their conservation a priority. Wetlands enhance water quality, offer flood protection, and help prevent coastal erosion. Yet all across North America wetlands have been drained, degraded, or converted to alternative uses.

As the leader in wetlands conservation, Ducks Unlimited has conserved more than 18 million acres of wetlands and associated waterfowl habitats across North America. DU is on a mission to ensure these habitats continue to protect, purify, and nurture life for future generations. By airing our new public service announcements you too can help make a difference in protecting and restoring these crucial ecosystems.

These new PSAs titled "**Wetland Benefits**" (:60 and :30), "**Wetland Biodiversity**" (:60 and :30), and "**Outdoors Sportsmen and Women**" (:60 and :30) educate viewers about our conservation work and the urgent need to protect our wetlands. Viewers are encouraged to visit www.ducks.org/wetlandbenefits to learn more about conservation efforts and how to get involved. We hope you will air these PSAs, **which have no end date for use**, as soon and as often as possible.

If you have any questions or need additional information, please contact our Connect360 Multimedia PSA distribution representative, Emely Lorenzini, at 212-624-9195 or via e-mail at elorenzini@c360m.com.

Thank you in advance for your consideration and support!

Sincerely,

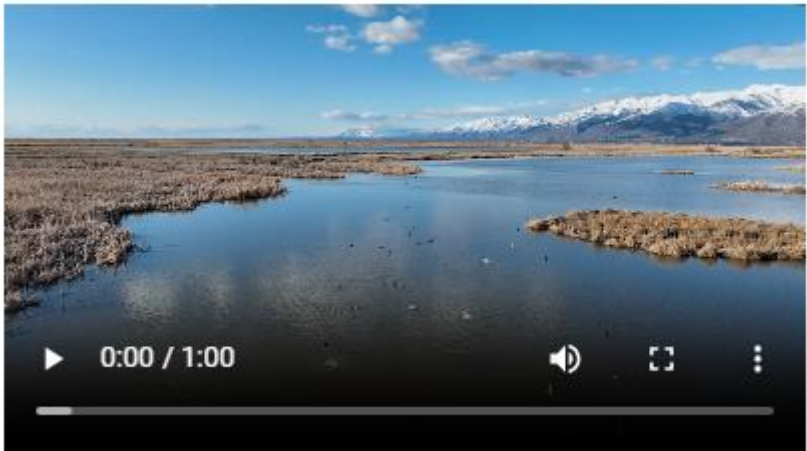
Doug Barnes
Chief Brand Officer
Ducks Unlimited

Wetland Benefits

Wetlands are among the most productive and valuable ecosystems on Earth. They provide critical benefits for waterfowl, wildlife, humans and sustainability. Wetlands are also among the most threatened ecosystems.

Ducks Unlimited is the world's leader in wetlands and waterfowl conservation. Join us in shaping a sustainable future that benefits wildlife habitats and our communities. To learn more, please watch our latest public service announcement, titled "**Wetland Benefits.**" **This PSA has no end date for use.**

More PSAs are also available for review and download at: <https://psaconnect.c360m.com/ducks>



TV PSA SCRIPTS

"Wetland Benefits" (:60)

Narrator: These are our wetlands, where nature's heartbeat resonates, inviting us to reconnect and explore. Wetlands provide for our basic needs, storing carbon to sustain a healthy atmosphere, filtering pollutants to improve our water quality, and absorbing floodwaters to protect our communities. Just one acre of wetlands can store over a million gallons of water. A symphony of life flourishes in our wetlands, supporting the needs of hundreds of species. Yet these essential ecosystems face threats of loss and degradation. Ducks Unlimited is the leader in wetlands conservation. Join our mission at ducks.org/wetlandbenefits, and ensure these habitats continue to protect, purify, and nurture life for future generations. A public service from Ducks Unlimited.

"Wetland Biodiversity" (:60)

Narrator: This world is a beautiful place. Protecting it requires balancing our needs with the planet's health. At the heart of this balance are North America's wetlands. These bustling ecosystems are teeming with hundreds of species of plants and animals. This variety of life, known as biodiversity, is an indicator of our ecosystem's health. More diverse ecosystems mean richer soil, cleaner water, and abundant pollination, all vital to our basic needs and the creature comforts we've come to rely on. At Ducks Unlimited, conservation unfolds through collaboration across the continent, striving for solutions that benefit both wildlife habitats and our communities. Join us in shaping a sustainable future for our ecosystems, communities, and economies. Visit ducks.org/wetlandbenefits. A public service from Ducks Unlimited.

TV PSA SCRIPTS

"Outdoors Sportsmen and Women" (:60)

Narrator: In the quiet corners of our country, everyday people with a love for the outdoors are leaving the world a little better than they found it. With no recognition or pat on the back, the reward is the rustle of leaves, the ripple of water, The Call of the Wild. These are the unsung heroes of the wetlands. Everyday people investing their time, their resources, and their hearts into conservation. They are the stewards of our most precious resources, ensuring that the magic of the outdoors lives on for future generations. Ducks Unlimited relies on the hard work and support of these individuals. Without their dedication, our mission to protect these vital ecosystems for those who draw inspiration and sustenance from them would remain out of reach. Join Ducks Unlimited and become part of a community of outdoor enthusiasts committed to preserving our wetlands for the next generations of unsung heroes. A public service from Ducks Unlimited.

AVAILABLE FOR DIGITAL DOWNLOAD

These PSAs are available for digital download below:

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

No End Date For Use

"Wetland Benefits" (:60, :30)

"Wetland Biodiversity" (:60, :30)

"Outdoors Sportsmen and Women" (:60, :30)

Please let us know your preferences on receiving PSAs by contacting Emely Lorenzini via e-mail at elorenzini@c360m.com or by phone at (212) 624-9195.

501(c)(3) Certificate:



STATE OF TENNESSEE
DEPARTMENT OF REVENUE

Exemption Authorization

June 1, 2023



DUCKS UNLIMITED, INC.
1 WATERFOWL WAY
MEMPHIS TN 38120-2351

Letter ID: L0457161792

RE: Sales and Use Tax Exempt Organizations or Institutions Certificate of Exemption

The Tennessee Department of Revenue has issued this exemption certificate in accordance with Tenn. Code Ann. § 67-6-322 or § 56-25-504 for the educational, religious, historical, or charitable non-profit organization or institution named on the enclosed certificate. This organization or institution qualifies for the authority to make sales and use tax exempt purchases of goods and services that it will use, consume or give away. This authorization for exemption does not extend to sales tax that the organization must collect or pay on its regular sales of goods or taxable services.

This authorization for exemption is limited to sales made directly to the referenced organization. This exemption certificate may not be used for sales made to individuals paying with personal checks or personal debit or credit cards, even if the individual is a representative or employee of the organization, and he or she will be reimbursed for the purchase. Sellers must refuse to accept the certificate when the sale is made to someone other than the organization.

This exemption certificate may not be used to make purchases without the payment of sales and use tax for other locations and may not be transferred to or used by any other person.

The taxpayer must furnish its supplier(s) at the time of purchase with a **COPY** of the enclosed certificate with the lower portion properly completed. The original certificate should be retained for **copy purposes**. The supplier must maintain a file copy as evidence of the sales tax exemption.

David Gerregano
Commissioner of Revenue

