



TV PUBLIC SERVICE CAMPAIGN



That's My Easterseals

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ABOUT EASTERSEALS

Easterseals is leading the way to full equity, inclusion, and access through life-changing disability and community services. Trusted by families for more than 100 years, we have worked tirelessly with our partners to enhance quality of life and expand local access to healthcare, education, employment, and transportation. 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 each year to 1.5 million children and adults with disabilities, including veterans and older adults—from early childhood programs for the critical first five years to autism services, medical rehabilitation and employment programs, transportation and mobility services, veterans' programs, and more. Our public education, policy, and advocacy initiatives positively shape perceptions and address the urgent and evolving needs of one in four Americans with disabilities today. Together, we're empowering people with disabilities, families, and communities to be full and equal participants in society.

To learn more, visit www.easterseals.com.



**Learn more about
Easterseals**

EASTERSEALS.COM



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Dear Public Service Director,

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 community as one in four people identify as being disabled. 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 And yet, people with disabilities face deeply rooted, outdated stigmas and misperceptions across all aspects of society.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.

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We hope you will help inform your audiences about the importance of disability inclusion and representation by airing our PSAs titled "**That's My Easterseals**" (:60, :60, :30, :30). These PSAs feature actors and disability advocates Nicole Evans, Danny Gomez, Jamie Brewer and Sofiya Cheyenne, who all 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.

Thank you for airing this important campaign. It is certain to be of great value to our communities nationwide – and is a compelling, timely and impactful message that will change the lives of so many.



Sharon Watson
SVP, Brand Marketing, Communications & Corporate Relations
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TV PSA SCRIPTS

"That's my Easterseals - Nicole" (:60)

NICOLE EVANS: 1 in 4 American's today are living with a disability. I'm one of them. I care deeply about creating a world we can all fully participate in. Free from stigma, misperceptions and barriers. And we've got a trusted ally on our side. An organization we can rely on: Easterseals. Rooted in communities nationwide, Easterseals helps empower millions of people, regardless of age or disability through its life-changing services and powerful advocacy. Today and everyday Easterseals is leading the way to full equity, inclusion and access to healthcare, employment and education... for people with disabilities, families and communities.

That's my Easterseals. Make it yours. Learn more and get involved at Easterseals dot com.

"That's my Easterseals - Danny" (:60)

DANNY GOMEZ: 1 in 4 people have a disability, I'm one of them. I'm also a working actor, passionate about advancing disability inclusion, especially at work. Employers, take note. People with disabilities are the latest minority group in the world. We are talented, resilient problem solvers, with a strong work ethic and valuable perspectives. We have so much to offer and are ready to work. And we've got a trusted ally and disability champion by our side that we can rely on - Easterseals. Easterseals is leading the way to full equity, inclusion and access, expanding meaningful employment opportunities for people with disabilities, seniors and veterans through work force programs that also provide employers and communities with support to truly make the work force inclusive.

That's my Easterseals. Make it yours. Join us. Learn more and get involved.

TV PSA SCRIPTS

"That's my Easterseals - Jamie" (:30)

JAMIE BREWER: One in four people have a disability. I'm one of them. I'm also an actor and advocate for disability inclusion across all aspects of life. The disability community is passionate, strong, powerful. We have so much to offer and deserve to be included in society. We've got a trusted ally by our side. Easterseals is delivering services, advocacy and local supports that elevates communities for everyone.

That's my Easterseals. Make it yours.

"That's my Easterseals - Sofiya" (:30)

SOFIYA CHEYENNE: One in four Americans have a disability. 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. We've got a trusted ally by our side. Easterseals provides children and families the foundation for lifelong success through early learning programs, skills training and prep for college and career.

That's my Easterseals. Make it yours.

AVAILABLE FOR DIGITAL DOWNLOAD

This PSA is available for digital download below:

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

No End Date For Use

That's my Easterseals - Nicole (:60)

That's my Easterseals - Danny (:60)

That's my Easterseals - Jamie (:30)

That's my Easterseals - Sofiya (:30)

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PSAs by contacting:

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

501 (c)(3) certificate

Illinois Sales Tax Exemption Certificate

EASTER SEALS INC.

141 W JACKSON R. MD STE 1403A
CHICAGO IL 60604-3188

Sales Tax Exemption Certificate

Issue date:

01/08/2017

Expiration date:

02/01/2022


Sales Tax Exemption

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Organization type:

Charitable

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