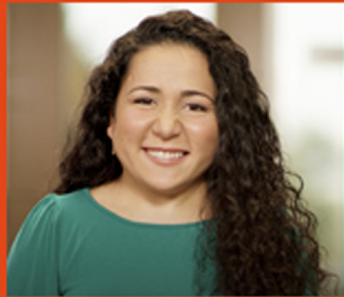




## RADIO PUBLIC SERVICE CAMPAIGN



**That's My Easterseals**

## Learn more about Easterseals

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



FACEBOOK



INSTAGRAM



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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 And yet, people with disabilities face deeply rooted, outdated stigmas and misperceptions across all aspects of society.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.

Easterseals provides essential services and support 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.

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, :30, :30, :30). These PSAs feature actors and disability advocates Nicole Evans, 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](http://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  
[swatson@easterseals.com](mailto:swatson@easterseals.com)

## RADIO PSA SCRIPTS

### "That's My Easterseals - Nicole" (:60)

**NICOLE EVANS V/O:** One in four 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](http://Easterseals.com).

### "That's My Easterseals - Nicole" (:30)

**NICOLE EVANS V/O:** One in four American's today are living with a disability. I'm one of them. People with disabilities are extremely talented, resilient problem solvers that have so much to offer. And we've got a trusted ally on our side. An organization we can rely on: Easterseals. 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](http://Easterseals.com).

## RADIO PSA SCRIPTS

### "That's My Easterseals - Jamie" (:30)

**JAMIE BREWER V/O:** 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 support that elevates a community for everyone.

That's my Easterseals. Make it yours. [Easterseals.com](http://Easterseals.com)

### "That's My Easterseals - Sofiya" (:30)

**SOFIYA CHEYENNE V/O:** 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. Join us at [Easterseals.com](http://Easterseals.com).

## AVAILABLE FOR DIGITAL DOWNLOAD

These PSAs are available for digital download below:

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

### **NO END DATE FOR USAGE**

That's My Easterseals - Nicole (:60, :30)

That's My Easterseals - Jamie (:30)

That's My Easterseals - Sofiya (:30)

Connect360 has developed an easier way for stations to report PSA airings via a new website. This replaces our PSA reply forms and sending responses by fax or e-mail.

Please visit the following website to provide PSA usage information for this campaign:

<http://psa.c360m.com/?p=K144303>

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

## Illinois Sales Tax Exemption Certificate

EASTER SEALS INC

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

### Sales Tax Exemption Certificate

Issue date:

01/08/2017

Expiration date:

02/01/2022


Sales Tax Exemption

E99743620

Organization type:

Charitable

This entity is authorized under the Retailers' Occupation Tax Act to purchase tangible personal property for use or consumption tax-free.

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