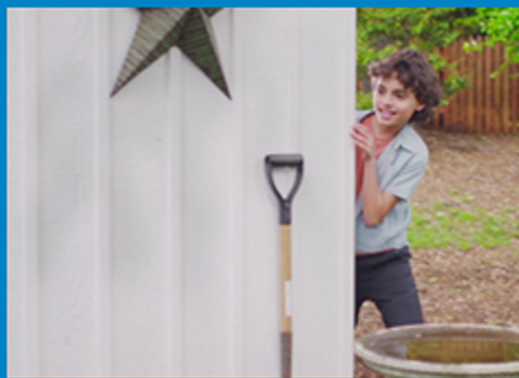




NPMA

National Pest Management Association



“HIDE AND SEEK” / “LESSONS LEARNED”

**AN EDUCATIONAL RADIO PUBLIC SERVICE CAMPAIGN
TO PROTECT YOUR HEALTH AND FAMILY.**



This is a Connect360 EPK™ (Electronic PSA Kit). EPK™ is a trademark owned by Connect360 Multimedia.

ABOUT NATIONAL PEST MANAGEMENT ASSOCIATION

The National Pest Management Association (NPMA), a nonprofit organization with more than 5,500 members from around the world, was established in 1933 to support the pest management industry's commitment to the protection of public health, food and property from the diseases and dangers of pests.

For more information, please visit PestWorld.org.



Pest World.ORG

A public service message brought to you by the
National Pest Management Association.

**Learn more about the
National Pest Management
Association's consumer
education resources.**

[PESTWORLD.ORG](https://www.pestworld.org)

[IDENTIFY PEST](#)

[HEALTH HUB](#)



[FACEBOOK](#)



[INSTAGRAM](#)



[TIKTOK](#)

Dear Public Service Director,

The arrival of spring and warmer weather is right around the corner and that means outdoor activities will be back in season. However, as temperatures warm up, many pests such as rodents, ticks, mosquitoes and termites will reemerge in full force. This uptick in pest activity in and around our homes can certainly put a damper on the season, but more importantly, it can also put our health at risk.

Rodents and cockroaches can contaminate food, spread bacteria and trigger asthma and allergy symptoms. Mosquitoes and ticks are also a major health concern as they can transmit dangerous vector-borne diseases such as West Nile virus, Lyme disease, Rocky Mountain spotted fever and more. Additionally, stinging insects, which are active from summer through fall, send more than half a million people to the emergency room each year. And termites, a wood destroying insect impacting much of the country, can make homes and properties structurally unsafe and unstable if left unchecked. Termites also cause approximately \$6.8 billion in property damage each year – costly damage not covered by homeowner's insurance policies.

Awareness and education are vital for protecting our communities from pest-related health threats. **Your station can help share this critical health information by airing the public service announcement (PSA), titled "Hide and Seek" (:60, :30).** Using the classic game of kids playing hide and seek as the creative backdrop, the PSA helps audiences learn how harmful pests can hide in and around the home. The PSA also encourages audiences to seek the facts needed to stay protected from pests by visiting PestWorld.org an informational website that offers further details and educational resources. **This PSA has no end date for use.** We ask that you please air this PSA as soon and as often as possible.

NPMA is a nonprofit organization committed to the protection of public health, food and property from the diseases and dangers posed by pests. The association conducts public education and awareness programs to promote increased vigilance around the home.

As always, thank you in advance for your support of our public service campaigns.

Sincerely,



Jim Fredericks, Ph.D
Senior Vice President of Public Affairs
National Pest Management Association

RADIO PSA SCRIPTS

"Hide And Seek" (:30)

GIRL V/O: One, two, three, four, five, six, seven...

NARRATOR V/O: Dangers rarely lie out in the open. So no matter where you live, it's important to know harmful pests can hide in and around your home.

GIRL V/O: Here I come!

NARRATOR V/O: Rodents and cockroaches are drawn to food waste and garbage.

GIRL V/O: I know you're out here.

NARRATOR V/O: Ticks lurk in tall grasses. And mosquitoes lay eggs in standing water.

GIRL V/O: I can hear you.

NARRATOR V/O: Rodents, ticks and mosquitoes can all spread dangerous diseases.

GIRL O/C: I gotcha!

NARRATOR V/O: Seek the facts you need at [pest world dot org](http://pestworld.org). A public service message from the National Pest Management Association.

RADIO PSA SCRIPTS

"Lessons Learned" (:30)

NARRATOR V/O: We learn valuable life lessons from our loved ones. Lessons that protect our home and keep us safe. Like avoiding pests such as cockroaches that can be attracted to leaking pipes or mice that are drawn to left out food. And standing water around your home can be a breeding ground for mosquitoes. Stopping pests that can spread disease is a valuable life lesson to pass down from one generation to the next.

Learn how you can have a healthy, pest free home visit [pestworld dot org](http://pestworld.org).
A public service message from the National Pest Management Association

AVAILABLE FOR DIGITAL DOWNLOAD

These PSAs are available for digital download below:

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

NO END DATE FOR USAGE

Hide And Seek (:30)
Lessons Learned (: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= T145045>

Please let us know your preferences on receiving PSAs by contacting Holly Mulé via email at hmule@c360m.com or by phone at: (212) 624-9196.

501 (c)(3) certificate



Department of the Treasury
Internal Revenue Service
Tax Exempt and Government Entities
P.O. Box 2508
Cincinnati, OH 45201

THE PEST MANAGEMENT FOUNDATION INC
10460 NORTH STREET
FAIRFAX, VA 22030-2555

Date: 07/03/2024
Employer ID number: 22-6070835
Form 990-PF: Yes
Person to contact: Name: Ms. Perry
ID number: 12054
Telephone: (877)629-5500

Dear Applicant:

In your letter dated 01/10/2024, you requested a reclassification of foundation status as a public charity.

Our records indicate you are tax exempt under IRC Section 501(c)(3). You're currently classified as a public charity described in IRC Sections 509(a)(3).

Based on the information you provided, we determined you meet the requirements for classification as a public charity described in IRC Sections (509)(a)(1) and 170(b)(1)(A)(vi) and updated our records.

Because your tax-exempt status wasn't under consideration, you continue to be classified as an organization exempt from federal income tax under IRC Section 501(c)(3).

This letter could help resolve questions on your foundation status. Keep it for your records.

Sincerely,

A handwritten signature in cursive script that reads "Stephen A. Martin".

Stephen A. Martin
Director, Exempt Organizations
Rulings and Agreements

Pest World.ORG



Your Partner in Pest Prevention