



"Coffee Date" Radio Public Service Campaign



*An educational public service message to
help protect families from hidden health risks*



ABOUT NATIONAL PEST MANAGEMENT ASSOCIATION

The National Pest Management Association (NPMA), a nonprofit organization with more than 4,000 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.



pestworld.ORG

A public service message from the National Pest Management Association

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

PESTWORLD.ORG

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**NEW RADIO PSA TITLED "COFFEE DATE" FROM THE
NATIONAL PEST MANAGEMENT ASSOCIATION HELPS PROTECT
FAMILIES FROM HIDDEN HEALTH RISKS**

We do everything we can to keep our kids healthy — nutritious meals, regular checkups, and plenty of love. But sometimes, what's triggering your child's asthma or allergies isn't something you can see. It's what's hidden.

This new PSA from the National Pest Management Association (NPMA) sheds light on the hidden health risks that pests pose inside homes. Pests like cockroaches and rodents can act as powerful asthma triggers. Rodents are associated with several health risks, spreading more than 35 diseases that can be transmitted to humans. Additionally, their droppings, urine and dander trigger asthma and allergy symptoms, especially in children. Cockroach control is important for health and safety reasons because cockroaches can trigger asthma and allergy attacks via their droppings, saliva, and shed skins which contain potent allergens that can exacerbate asthma symptoms. The campaign serves as a reminder that pests aren't just a nuisance — they're a health risk.

Your station can help educate listeners about these pest-related health threats by airing the new PSA titled "Coffee Date" (:30). The PSA highlights a heartfelt exchange between two mothers as they reflect on their children's health, recent asthma challenges, and the surprising role pests can play in worsening those conditions. The PSA encourages audiences to seek the facts needed to stay healthy and 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.

For more information, please contact Holly Mulé at Connect360 Multimedia (e-mail: hmule@c360m.com; phone: 212-624-9196).

RADIO PSA SCRIPT

"Coffee Date" (:30)

MOM 1 O/C: How's Tommy doing now?

MOM 2 O/C: Much better.

MOM 1 O/C: You said it was asthma?

MOM 2 O/C: He started with this cough, and then he was wheezing.

MOM 1 O/C: That's terrifying.

MOM 2 O/C: Doctor said hidden triggers can make it worse. Things like dust, mold and even pests.

MOM 1 O/C: Pests?

MOM 2 O/C: Yeah. Droppings and allergens from cockroaches and rodents can seriously impact children with asthma or allergies.

MOM 1 O/C: I had no idea.

MOM 2 O/C: We're making sure our home stays pest free.

NARRATOR V/O: Don't let pests put your families health at risk. Visit pestworld.org to learn more. A public service message from the National Pest Management Association.

AVAILABLE FOR DIGITAL DOWNLOAD

This PSA is available for digital download below:

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

NO END DATE FOR USAGE

Coffee Date (: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=P145389>

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

pestworld.ORG