



TV PUBLIC SERVICE CAMPAIGN



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ABOUT EASTERSEALS

Easterseals empowers all people to live independent, full lives. We make a lasting difference in the lives of 1.5 million people each year by providing essential services to children and adults with disabilities, older adults, veterans, and their families. Our national network of 70 Affiliates is trusted to provide programs customized to meet the needs of each community we serve from coast-to-coast – trust that we've earned over the past 100 years. We positively shape perceptions and address the evolving needs of one in four Americans with disabilities through our public education, policy, and advocacy efforts. That's our impact. In thousands of communities across America.

To learn more, visit www.easterseals.com.



**Learn more about
Easterseals**

EASTERSEALS.COM



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Dear Public Service Director,

At some point in your life, it is likely you or a loved will need disability services, and Easterseals will be there. Easterseals is a 501(c)(3) nonprofit organization that empowers all people to live independent, full lives. We make a lasting difference each year by providing essential services to children and adults with disabilities, older adults, veterans, and their families—tailoring support across employment, health, education, community, and transportation and mobility.

Easterseals' national network of 70 Affiliates is trusted to provide programs customized to meet the needs of each community. We positively shape perceptions and address the evolving needs of the one in four Americans with disabilities through our public education, policy, and advocacy efforts. In thousands of communities across America, Easterseals is helping your neighbors, kids, grandparents, and friends with disabilities lead full, independent lives.

We hope you can help inform your viewers about the impact Easterseals makes in communities across the country by airing our series of new PSAs:

- The PSA titled **"We're Easterseals"** (:30) highlights how Easterseals and our national staff of clinicians and program experts impact the lives of children and adults with disabilities, including veterans and seniors, every day throughout America.

- The **"Mental Health Screening Tool"** (:30) PSA encourages viewers to take Easterseals' free, anonymous mental health screening tool to ensure they access the mental health support they may need.

- In **"Easterseals Kids"** (:30) viewers can learn more about how Easterseals early childhood services help children explore, play, learn, grow and thrive to ensure the best possible start in life.

- Lastly, the PSA titled **"Caregivers"** (:30) highlights the tens of thousands of American caregivers who care for children and adults with disabilities, including veterans and older adults, each day who also rely on Easterseals for support.

We hope you will air these PSAs, which have no end date for use, as soon and as often as possible. To learn more, please visit easterseals.com. As we continue to serve millions of individuals and families across the country, we need the support of stations like yours to deliver these timely and important messages. Thank you for airing this important campaign.



Sharon Watson
SVP, Communications and Corporate & Foundation Relations
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(312) 551-7142

"We're Easterseals" (:30)

NARRATOR: At some point in your life, you or a loved will need disability services and Easterseals will be there. Because at Easterseals, our national network of caregivers and experts make a lasting difference in the lives of people with disabilities by providing care and support at every stage of life in thousands of communities across America, like yours. We're helping your neighbors, kids, grandparents and friends with disabilities lead full, independent lives. We're Easterseals.

"Mental Health Screening Tool" (:30)

MAN 1: I just can't shake this loneliness.

MAN 2: Am I drinking too much?

WOMAN: Are these mood changes normal?

NARRATOR: You don't need to answer these questions alone. Easterseals wants to make sure you have the mental health support you need. So take a moment with Easterseals free, anonymous mental health screening tool. We're sharing this so you can better understand your needs and work toward the life you want to lead with support all along the way. Understand your needs and get the right support for you. Take the free screening now at Easterseals dot com slash mental health

"Easterseals Kids" (:30)

NARRATOR: When you're young, your world is full of possibilities. At Easterseals, we help children explore, play, learn, grow and thrive through early childhood services, camps and caring professionals so every child has the best possible start in life. We're Easterseals.

"Caregivers" (:30)

NARRATOR: This morning, tens of thousands of Americans got up and went to work caring for young kids, older adults, people with disabilities, feeding, bathing, dressing, supporting. Being an irreplaceable part of their lives in our communities our caregivers help people lead full lives. From each person who relies on consistent care, to the millions of people who love them. Caregivers essential for America.

AVAILABLE FOR DIGITAL DOWNLOAD

These PSAs are available for digital download below:

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

No End Date For Use

"We're Easterseals" (:30)

"Mental Health Screening Tool" (:30)

"Easterseals Kids" (:30)

"Caregivers" (:30)

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

Illinois Sales Tax Exemption Certificate

EASTER SEALS INC.

141 W JACKSON R. MC STE 1400A
CHICAGO IL 60604-3188

Sales Tax Exemption Certificate

Issue date:

01/08/2017

Expiration date:

02/01/2022


Sales Tax Exemption

E99743620

Organization type:

Charitable

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

 Commissioner
OF REVENUE
STATE OF ILLINOIS

