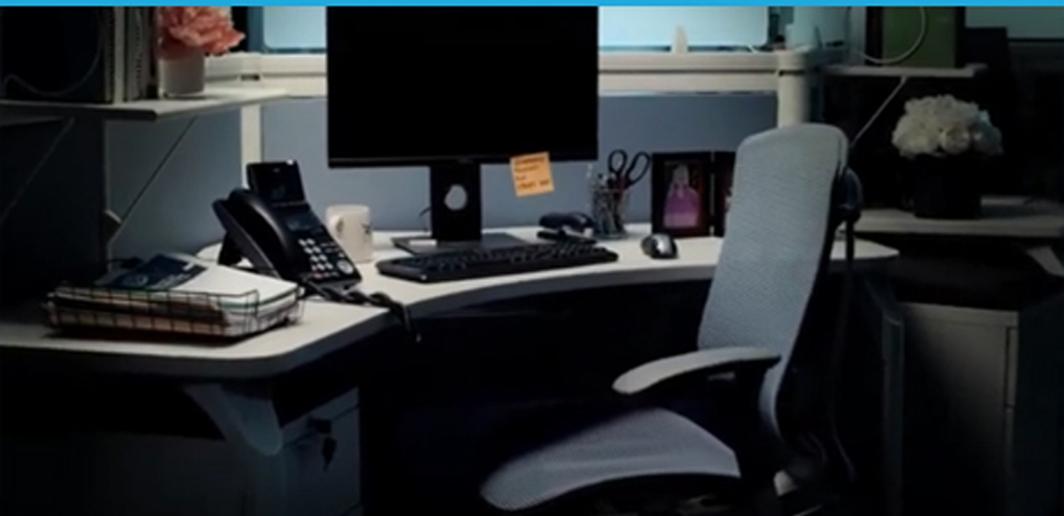




NPMA

National Pest Management Association



Don't let pests force you to take a sick day.



"Sick Day" TV Public Service Campaign

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 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 brought to you by the
National Pest Management Association and
the Centers for Disease Control and Prevention.

**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

TV PSA TITLED "SICK DAY" FROM THE NATIONAL PEST MANAGEMENT ASSOCIATION HIGHLIGHTS HOW PESTS CAN IMPACT OUR HEALTH AND WELLBEING

Common pests found in and around homes can pose serious health risks. Outdoors, mosquitoes and ticks are vectors of debilitating diseases like West Nile virus and Lyme disease, and stinging insects, such as yellow jackets, wasps and hornets, send more than half a million people to the emergency room every year. Inside, rodents can spread diseases and contaminate food while cockroach droppings, saliva, and shed skins contain potent allergens that can exacerbate asthma and allergy symptoms — especially in children.

These illnesses can have a devastating toll on our health, daily life and productivity. Pests are often responsible for trips to the emergency room, hospitalizations, missed days at work and time spent away from loved ones. For those who are impacted, this can have major financial implications and adversely affect family members, employers and co-workers. Pest-related illnesses like asthma can also take a serious toll on children's health, leading to missed school days and lower test scores.

Your station can help educate viewers about the significant impact pests can have on our health by airing the PSA titled "Sick Day" (:60, :30, :15). Using a variety of real-life scenarios, this PSA — brought to you by the National Pest Management Association (NPMA) and in consultation with the Centers for Disease Control and Prevention (CDC) — puts the spotlight on all of the problems and losses that can result from having to take sick days due to a pest-related illness. 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).

Thanks in advance for your support!

TV PSA SCRIPTS

"Sick Day" (:60)

WOMAN V/O: Sorry I'm out sick again. I just can't shake this fever.

NARRATOR V/O: Spread by mosquito bites, West Nile virus is found in nearly every state across the country.

WOMAN V/O: Elaina had another asthma attack, she's really sad to miss school again.

NARRATOR V/O: Asthma, a leading chronic illness among children and youth in the U.S., can often be triggered by allergens from household pests.

MAN V/O: Hi Chief, I finally got a diagnosis, it's Lyme disease. I'll be out for a few days, maybe longer.

NARRATOR V/O: Every year nearly 300,000 people nationwide are diagnosed with Lyme disease, an illness from tick bites.

BOY V/O: Coach, I'm at the hospital. I got stung by something and had a bad allergic reaction. I'm not going to make the game.

NARRATOR V/O: Stinging insects send more than half a million people to the emergency room every year.

NARRATOR V/O: Don't let pests force you to take a sick day. Learn how to protect yourself and your family at [pest world dot org](http://pestworld.org).

GRAPHICS:

PestWorld.org

A public service message brought to you by the National Pest Management Association and the Centers for Disease Control and Prevention.

TV PSA SCRIPTS

"Sick Day" (:30)

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GRAPHICS:

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"Sick Day" (:15)

WOMAN V/O: Sorry I'm out sick again. I just can't shake this fever.

NARRATOR V/O: Spread by mosquito bites, West Nile virus is found in nearly every state across the country.

NARRATOR V/O: Don't let pests force you to take a sick day. Learn how to protect yourself and your family at [pest world dot org](http://pestworld.org)

GRAPHICS:

PestWorld.org

A public service message brought to you by the National Pest Management Association and the Centers for Disease Control and Prevention.

AVAILABLE FOR DIGITAL DOWNLOAD

This PSA is available for digital download below:

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

NO END DATE FOR USAGE

Sick Day (:30)

Sick Day - Alt (: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=R145900>

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