



# NPMA

National Pest Management Association

**"Closer Than You Think" | TV Public Service Campaign**

*The pests you can't see can still impact your health.*



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## 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](http://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](https://www.pestworld.org)

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## **NEW TV PSA TITLED "CLOSER THAN YOU THINK" FROM THE NATIONAL PEST MANAGEMENT ASSOCIATION CAUTIONS AGAINST HIDDEN HEALTH RISKS**

The pests you don't see can be the ones that matter most. They move quietly through gaps in your walls, along the edges of your kitchen and bathroom, just out of sight. By the time you notice them, they've often been there for a while, growing their populations and infesting your property. These pests are more than a nuisance; they can carry pathogenic bacteria, trigger allergic reactions and spread serious diseases that negatively impact real people in real homes every day.

That's the reality at the heart of the National Pest Management Association (NPMA)'s new public service announcement. The PSA follows common pests as they navigate the everyday spaces we live, work and gather in. Rodents invade an estimated 21 million U.S. homes every year and serve as vectors for more than 35 diseases. Cockroaches thrive in warm, humid environments such as kitchens or bathrooms and can leave behind allergens that may worsen asthma symptoms, especially in children. Outdoor pests like mosquitoes and ticks are capable of transmitting dangerous diseases, including West Nile virus and Lyme disease – a growing health threat across the country. This new campaign is a call to pay attention, because the pests you can't see can still impact your health.

**Awareness is the most powerful tool. Your station can help educate viewers about these pest-related health and safety threats by airing the new PSA titled "Closer Than You Think" (:60, :30, :15).** Through cinematic, visually striking animation, the PSA spotlights a simple truth: even though pests can go unnoticed, their risks are lingering. When you understand where pests hide, what they carry and how they move through your home, you're better equipped to protect yourself, your family and your property from the risks they pose. Also available for use is the PSA titled "**Safety First**" (:60) which is provided in consultation with the Centers for Disease Control and Prevention (CDC) and highlights the common health risks associated with the presence of pests. These PSAs encourage audiences to learn more by visiting [PestWorld.org](http://PestWorld.org), an informational website that offers further details and educational resources. **The PSAs have no end date for use.** We ask that you please air these PSAs 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.

Thanks in advance for your support!

## TV PSA SCRIPTS

### "Closer Than You Think" (:60)

**NARRATOR V/O:** Most pests don't want to be seen. They stay hidden, undetected in the shadows. But even as they go unnoticed, they can still put your health at risk.

Often drawn to food, moisture, and clutter, rodents can contaminate food and surfaces with pathogenic bacteria such as Salmonella and E. coli. And cockroaches, can leave behind allergens that may worsen asthma symptoms – especially in children.

Pests can be found outdoors too. Look out for mosquitoes that can transmit germs that cause West Nile Virus and other dangerous illnesses. And ticks that can spread Lyme disease – a growing health threat across the country. Beyond diseases, pests can be serious health and safety threats, from stinging insects to termites.

The good news is when you know what to look for; you can better protect your health.

Learn more at [PestWorld.org](http://PestWorld.org).

### "Closer Than You Think" (:30)

**NARRATOR V/O:** Most pests hide in the shadows. Just out of sight. But even as they go unnoticed, they can still put our health at risk.

Often drawn to food, moisture, and clutter – pests can spread dangerous bacteria, trigger allergies, and also transmit diseases. In our homes, our workplaces, and even outdoors – pests are a serious health and safety threat.

Knowing what to look for can help protect your health.

Learn more at [PestWorld.org](http://PestWorld.org).

## TV PSA SCRIPTS

### "Closer Than You Think" (:15)

**NARRATOR V/O:** Most pests go unnoticed. Hidden out of sight while putting your health at risk. Pests can spread bacteria, trigger allergies and asthma, and even transmit diseases.

Learn how to protect your health at [PestWorld.org](http://PestWorld.org).

### "Safety First" (:60)

**NARRATOR V/O:** Everyday we take steps to keep the people we love safe. But some health risks are easy to miss. Ticks hiding in the yard can spread germs that can cause Lyme disease and Rocky Mountain spotted fever.

Mice searching for sources of food can spread bacteria and disease. Mosquitoes breed in standing water and can transmit illnesses like West Nile virus and Zika virus. Cockroaches are drawn to water in the home, and can leave behind allergens that trigger asthma attacks. Stinging insects attack in defense of their nests and send more than half-a-million people to the emergency room every year.

Household pests are a threat to our health. Learn what you can do to protect your family at [Pestworld.org](http://Pestworld.org).

## AVAILABLE FOR DIGITAL DOWNLOAD

These PSAs are available for digital download below:

[www.c360m.com/PSAConnect/npma/](http://www.c360m.com/PSAConnect/npma/)

### **No End Date For Use**

Closer Than You Think (:60, :30, :15)

Closer Than You Think - QR Code (:30)

Safety First (:30)

Please let us know your preferences on receiving  
PSAs by contacting:

**Holly Mulé:** via e-mail at [hmule@c360m.com](mailto: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

