

TV PUBLIC SERVICE CAMPAIGN



STILL
THE TOUGHEST
JOB
YOU'LL EVER
LOVE



Since 1961

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About the Peace Corps

The Peace Corps sends passionate and talented American volunteers abroad to collaborate with community members on projects that advance both American and local priorities. Volunteers build relationships, model democratic values and make a lasting impact in the areas of education, health, environment, agriculture, community economic development, and youth development. The Peace Corps equips volunteers with valuable leadership, management and language skills that make them assets to the U.S. workforce and strengthen America's economic competitiveness at home and abroad. Since 1961, more than 240,000 Americans have served in 144 countries worldwide. For more information, visit peacecorps.gov.



Learn more about the Peace Corps

[PEACECORPS.GOV](https://www.peacecorps.gov)



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Dear Public Service Director,

As we mark the Peace Corps' 65th anniversary, so much has changed around the world since 1961. Yet our mission—to promote world peace and friendship through community-based development and mutual understanding—remains constant. And today, the need for Peace Corps Volunteers working side by side with local partners is as vital as ever.

To meet this moment, the Peace Corps is committed to more than doubling the number of Volunteers in service by 2030. We are recruiting thousands of Americans ready to serve in communities around the globe, contributing to projects in agriculture, education, health, environmental protection, youth development, and economic opportunity.

For decades, Peace Corps service has been known as "the toughest job you'll ever love." It is tough because it demands resilience, adaptability, and heart. The love comes from knowing that the work builds lasting partnerships and bridges across cultures.

Our new campaign, "Still The Toughest Job You'll Ever Love," builds on that powerful legacy—a legacy of close to 250,000 Americans who have served in over 140 countries. The new television PSAs (:60, :30, :15) invite Americans from all backgrounds—across age groups, regions, skills, and professions—to apply to the Peace Corps and use their ingenuity, compassion, and American spirit to make a lasting global impact.

We respectfully ask that you air these important messages across your platforms. By doing so, you play a direct role in helping connect your viewers with meaningful opportunities to serve—and in advancing a mission that strengthens communities at home and abroad.

Sincerely,

A handwritten signature in cursive script that reads "David Walker". The ink is dark and the signature is fluid and legible.

David Walker
Associate Director, Office of Volunteer Recruitment and Selection
The Peace Corps

"Still The Toughest Job You'll Ever Love" (:60)

NARRATOR V/O: There's a world of opportunity out there. Beyond the typical 9 to 5.

Where purpose and grit come together. Where the American spirit and ingenuity are welcomed in places that could really use *your* skills and *your* experience.

We're talking about the Peace Corps... with Volunteers living and working in communities around the globe.

It's been called the toughest job you'll ever love. Tough — because it asks so much of you.

To dig deeper. Get your hands dirty. To go that extra mile. To rise to the occasion. And meet challenges head on.

And the love part? Comes from being part of something bigger than yourself. From building bonds that last a lifetime. It's knowing your hard work transformed lives. Including your own.

After 65 years, the Peace Corps is *still* the toughest job you'll ever love.

Explore opportunities, benefits, and apply at [PeaceCorps.gov/serve](https://www.peacecorps.gov/serve)

GRAPHICS:

STILL THE TOUGHEST JOB YOU'LL EVER LOVE

Peace Corps logo

[PeaceCorps.gov/serve](https://www.peacecorps.gov/serve)

"Still The Toughest Job You'll Ever Love" (:30)

NARRATOR V/O: There's a world of opportunity out there. Beyond the typical 9 to 5.

Where purpose, grit, and the American spirit come together... in the Peace Corps

It's been called the toughest job you'll ever love. Tough — because it asks so much of you.

And the love part? Is knowing your hard work can transform lives and build bridges across cultures.

After 65 years, the Peace Corps is *still* the toughest job you'll ever love.

Explore opportunities, benefits, and apply at PeaceCorps.gov/serve.

GRAPHICS:

STILL THE TOUGHEST JOB YOU'LL EVER LOVE

Peace Corps logo

PeaceCorps.gov/serve

"Still The Toughest Job You'll Ever Love" (:15)

NARRATOR V/O: For 65 years, the Peace Corps has been the toughest job you'll ever love.

Tough — because it asks so much of you. And the love part? Comes from knowing you can help transform lives. Apply at PeaceCorps.gov/serve.

GRAPHICS:

STILL THE TOUGHEST JOB YOU'LL EVER LOVE

Peace Corps logo

PeaceCorps.gov/serve

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www.c360m.com/PSAConnect/pc/

No End Date For Use

Still The Toughest Job You'll Ever Love (:60, :30, :15)

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or by phone at (212) 624-9187.



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