



STILL
THE TOUGHEST
JOB
YOU'LL EVER
LOVE



Since 1961

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

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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 radio 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 listeners 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 signature is written in black ink and is positioned below the word "Sincerely,".

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 in more than 60 countries, learn about benefits, and apply at 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 in more than 60 countries and apply at PeaceCorps.gov/serve.

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

NARRATOR V/O: Ready to bring your grit, your spirit, and your ingenuity to be part of something bigger than yourself? Join the Peace Corps.

After 65 years, it's *still* the toughest job you'll ever love.

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

AVAILABLE FOR DIGITAL DOWNLOAD

This PSA is available for digital download below:

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

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

No end date for use

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=D145944>

Please let us know your preferences on receiving PSAs by contacting Shaliza Thomas via e-mail at sthomas@c360m.com or by phone at (212) 624-9187.



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peacecorps.gov/serve