cure SMA®

You never know which day will be the day that's different.

Don't let SMA decide when that is.

"Not Today SMA" | TV Public Service Campaign

ABOUT CURE SMA

Cure SMA is dedicated to the treatment and cure of spinal muscular atrophy (SMA), a progressive neurodegenerative disease that affects the motor nerve cells in the spinal cord and impacts the muscles used for activities such as breathing, eating, crawling, and walking. Since 1984, it has grown into the largest U.S. network advancing research, supporting families, and raising awareness. The organization funds research, improves access to care, delivers support programs, and advocates for the SMA community.

Learn more at www.NotTodaySMA.org.

Take action to help slow the worsening of SMA.

Scan to visit
NotTodaySMA.org

cure SMA

Learn more about Cure SMA

NOTTODAYSMA.ORG


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Dear Public Service Director,

Spinal muscular atrophy (SMA) is a progressive neurodegenerative disease that affects the motor nerve cells in the spinal cord and impacts the muscles used for activities such as breathing, eating, crawling, and walking. SMA is caused by a mutation in the SMN1 gene and affects approximately 1 in 15,000 babies born in the United States each year. Approximately 1 in 50 Americans carries the genetic mutation that causes SMA, often without knowing it. SMA can affect anyone, regardless of race, gender, or family history, and presents across a spectrum of severity ranging from infancy through adulthood.

Since 1984, Cure SMA has been dedicated to driving research for treatments and a cure for SMA while supporting and empowering everyone impacted by the disease. What began as a small group of parents seeking answers and hope has grown into the nation's leading organization advancing SMA research, supporting families, improving access to care, and advocating for the SMA community. Since its founding, Cure SMA has invested more than $90 million in research and has played a critical role in advancing scientific breakthroughs that have transformed the outlook for people living with SMA.

The SMA landscape has changed dramatically in recent years. As recently as 2016, there were no approved treatments for SMA. Today, there are four FDA-approved treatments available, and all 50 states now screen newborns for SMA, allowing babies to be diagnosed and treated earlier than ever before. While tremendous progress has been made, SMA is not yet cured, and continued awareness, research, and support remain critical.

By airing the PSA titled **"Not Today SMA" (:60, :30)**, your station can help educate viewers about SMA, highlight the importance of early diagnosis and treatment, and support ongoing efforts to improve the lives of the thousands of individuals and families affected by this disease. The PSA, which has **no end date for use**, also drives viewers to visit NotTodaySMA.org for more information.

Thank you in advance for your support and consideration.

Sincerely,

Jesse Aynes
Vice President, Development & Marketing
Cure SMA

TV PSA SCRIPTS

Download All PSA Scripts

"Not Today SMA" (:60)

BRITTANY V/O: Few of us remember getting ready today. Grabbing coffee tomorrow. Or heading out the door the day after that.

RYAN V/O: We won't remember the day we took them home from the park. Or the day we held their hand down the street. Or the day we played games before bath time.

FELIPE V/O: We won't remember the day we signed a birthday card. Or the day we jotted down a grocery list. Or the day we wrote I love you.

We'll remember the day we couldn't.

GRAPHICS:
You never know which day will be the day that's different.
Don't let SMA decide when that is.

Spinal Muscular Atrophy (SMA) is a neurodegenerative disease that affects muscles in your body, and your ability to breathe, walk, eat, and do everyday movements.

Take action to help slow the worsening of SMA.

NotTodaySMA.org

Cure SMA logo

A public service campaign developed by Cure SMA in collaboration with Genentech, a member of the Roche Group.

TV PSA SCRIPTS

Download All PSA Scripts

"Not Today SMA" (:30)

BRITTANY V/O: Few of us remember getting ready today. Or tomorrow. Or the next day.

RYAN V/O: The day we took our kid for a walk. Or the next one. Or the one after that.

FELIPE V/O: Few of us will remember the day we sign our name. Or the next day. Or even the next one.

We'll remember the day we couldn't.

GRAPHICS:
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AVAILABLE FOR DIGITAL DOWNLOAD

These PSAs are available for digital download below:

https://psaconnect.c360m.com/curesma/

NO END DATE FOR USE

Not Today SMA (:60, :30)

Not Today SMA - QR Code (:60, :30)

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

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