



**BOYS & GIRLS CLUBS
OF AMERICA**

Dear Public Service Director,

For 160 years, Boys & Girls Clubs of America have navigated times of tragedy and crisis to provide safe places for kids and teens. Today, we are committed more than ever to ensure Club staff, members, families and communities have the resources and support they need to navigate these uncertain times – while also partnering with state and local officials to do more.

Today, kids and communities need Clubs more than ever. COVID-19 has swiftly spread across this country, creating fear, anxiety and uncertainty for the kids and families we serve. Schools have closed and thousands of kids are left without a meal or snack to eat. First responders and essential personnel are left to make critical decisions about their childcare needs. But there is hope.

Boys & Girls Clubs of America serve the needs of their communities by providing safe places, support from caring mentors and access to fun and educational programs. Although some Clubs are temporarily closed, they are still providing services and doing critical work. With your help, Boys & Girls Clubs can continue doing whatever it takes for youth, families and communities.

We hope that you will help inform your viewers about how Boys & Girls Clubs of America are supporting communities through this difficult time by airing our newest public service announcements. The PSAs **“Whatever It Takes” (:60)**, **“Meal Services” (:30)** and **“Relief Fund” (:15)** demonstrate how Clubs are helping youth and families get through this crisis by distributing meals and essential supplies to kids, providing affordable childcare support to first responders, healthcare workers and essential staff, and offering access to virtual programming. Also available for use is the PSA **“Listen” (:30)** which uses unique sounds to highlight numerous programs and activities offered at the Boys & Girls Clubs to help kids have a Great Future. These PSAs also encourage viewers to visit BGCA.org/ReliefFund and GreatFutures.org for more information. We hope that you will use these spots, which have **no end date for use**, as soon and as often as possible.

For any questions regarding the PSAs, please contact our distribution representative, Shaliza Thomas, at Connect360 Multimedia (e-mail: stthomas@c360m.com; ph: 212-624-9187).

Thank you in advance for your support of this public service campaign.

Meredith Carter Moore

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