



Dear Public Service Director,

COPD affects more than 30 million Americans and is the fourth leading cause of death worldwide. While it is incurable, recognizing worsening symptoms early and adjusting treatment in time can significantly impact how long and how well someone lives.

Because COPD is progressive, changes often happen gradually, and many people do not realize their condition is getting worse until daily activities become noticeably harder. Increased shortness of breath. More frequent coughing. Wheezing. More flare-ups. These are warning signs that the disease may be advancing.

Each flare-up can cause lasting damage and accelerate disease progression. Too often, people assume these changes are just part of living with COPD, and do not realize that worsening symptoms can be treated. Acting on these warning signs and speaking with a health care provider right away can help prevent flare-ups, reduce the risk of hospitalization, and connect patients to treatment options that may help them breathe easier.

The COPD Foundation is a nonprofit organization whose mission is to help millions of people live longer and healthier lives. By airing our PSAs titled **"Is This You COPD"** (:60, :30, :15), you are helping people move from feeling stuck to feeling supported—and reminding them that worsening symptoms don't have to mean giving up hope. These PSAs also encourage listeners to visit IsThisYouCOPD.org to find out more information.

We hope that you will air these PSAs, which have **no end date for use**, as soon and as often as possible.

If you have any questions regarding these PSAs, please contact our distribution representative, Emely Lorenzini at Connect360 Multimedia (elorenzini@c360m.com; 212-624-9195).

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

Sincerely,

A handwritten signature in black ink, appearing to read "Jean Wright", written in a cursive style.

Jean Wright, M.D., MBA
Chief Executive Officer, COPD Foundation