



**ATTENTION PUBLIC SERVICE DIRECTOR:**

***NEW AND TIMELY PUBLIC SERVICE ANNOUNCEMENT FROM EASTERSEALS  
AVAILABLE FOR DOWNLOAD***

Did you know 25% of Americans have a disability? That's over 61 million people who are 100% creative, passionate, determined, and proud. Just like you. Easterseals is changing the way people see disability, and working toward a world where everyone is 100% included. Because small actions can create big changes.

As America's largest nonprofit health care organization since its founding in 1919, Easterseals is committed to the comprehensive health and wellness of the more than 1.5 million people it serves each year, ensuring that the needs of children and adults with disabilities, veterans and older adults are met with services and supports to help them live, learn, work and play in their communities.

Please help inform your audience about the importance of changing the way we see disability by airing the PSA "**We Are The 25**" (:30, :15). This PSA demonstrates how we should all help to ensure that the one in four Americans living with disability today are 100% included in our world. The PSA also encourages your audience to visit [WeAreThe25.org](http://WeAreThe25.org) for more information. **While very timely for the 31<sup>st</sup> anniversary of the Americans with Disabilities Act (ADA) in July, this PSA has no end date for use.** We hope you will air this campaign as soon and as often as possible.

**You can access broadcast-quality files of this PSA by visiting our digital platform, [PSA CONNECT](#).**

For any questions or additional information, please contact, Shaliza Thomas at Connect360 Multimedia, at 212.624.9187 or via email at [sthomas@c360m.com](mailto:sthomas@c360m.com).

Thank you in advance for your support and consideration!