

Dear Public Service Director,

World Youth Clubs (WYC) is working globally to provide safe spaces, adult guidance, and positive programs for youth in areas of need. With 90% of the world's youth living outside the U.S., our mission to support young people's development and potential is more critical than ever.

We are excited to share our very first public service announcement campaign, "Circle Dance," featuring Emmy Award-winner Beau Bridges and Academy Award-winner Jeff Bridges. This inspiring campaign showcases our work with Affiliate Clubs in 48 countries, serving approximately 400,000 youth across 3,800 locations. While we're proud of this reach, there are 160 more countries where children need our support.

The PSA, available in both :30 and :60 versions, features "Circle Dance," written and recorded by Jeff Bridges, and emphasizes our mission of empowering the next generation to dream big and reach their full potential, even in challenging circumstances. The campaign launched on December 2nd and will continue throughout 2025.

We hope you will help inform your viewers about World Youth Clubs' global impact by airing this PSA. The announcement encourages audiences to visit worldyouthclubs.org to learn more about our work and how they can support youth development worldwide.

For questions regarding the PSA, please contact:

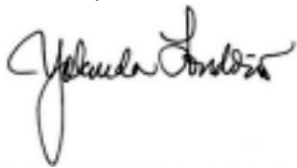
Evan McElroy

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Thank you for your consideration in supporting this important campaign.

Sincerely,



Yolanda Londono
President & CEO
World Youth Clubs