

"Connect" Radio Public Service Campaign :60, :30, :15

If children are the future, their now matters.



For 87 years, ChildFund has helped children grow up healthy, educated, skilled and safe.





Dear Public Service Director,

At ChildFund, it all connects. For 87 years, we've been connecting children with what they need to improve their lives and create their own bright futures.

Through ChildFund's work, countless children worldwide have grown up healthy, educated and, above all, safe. But life remains hard for so many.

Our new public service advertising campaign, "Connect," brings this mission to life. It invites listeners to see firsthand how ChildFund changes lives and reminds us that we need each other. We're stronger together!

By airing these new "Connect" PSAs (in 60-, 30- and 15-second lengths) as often as possible, you can deliver this inspiring message to your community. The spots can be aired immediately and have no expiration date.

Thank you for your support that brings connection – and hope – to children in need.

Sincerely,

Christine Ennulat Senior Manager, Brand and Communications ChildFund International

#### RADIO PSA SCRIPTS

## "Connect" (:60)

NARRATOR V/O: It all connects. The girl who walks for hours to bring home the family's water. The school she can't attend most days. The breakfast she didn't have. The rain that hasn't fallen in months. The danger around the next bend. Her little brother's belly laugh. Her mother's hug. Her dreams of being a teacher, an engineer, a mayor.

All the reasons life is both so hard and so beautiful. It all connects, but so do we — for children's sakes. We connect through action, through everything we do — together — so every child can grow up healthy, educated and safe. Because we need each other. Learn more at ChildFund dot org.

#### **RADIO PSA SCRIPTS**

# "Connect" (:30)

NARRATOR V/O: It all connects. The girl who walks for hours to bring home the family's water. The school she can't attend most days. Her little brother's belly laugh. Her dreams of being a teacher, an engineer, a mayor.

It all connects, but at ChildFund so do we — through everything we do. So every child can grow up healthy, educated and safe. Because we need each other. Learn more at ChildFund dot org.

# "Connect" (:15)

**NARRATOR V/O:** It all connects. Children's hardships, children's laughter.

All the reasons life is both so hard and so beautiful — all we do as ChildFund so that millions of kids can grow up healthy, educated and safe. Visit ChildFund dot org.

### **AVAILABLE FOR DIGITAL DOWNLOAD**

This PSA is available for digital download below:

https://causewaypsa.com/CF/

#### NO END DATE FOR USE

Connect (:60, :30, :15)

Please visit the following website to provide PSA usage information for this campaign: http://psa.causewaypsa.com/?p=R145520

Please let us know your preferences on receiving PSAs by contacting <a href="mailto:info@causewaypsa.com">info@causewaypsa.com</a>.



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