

ChildFund®

Because we need each other.



TV Public Service Campaign

:60, :30



Dear Public Service Director,

If there's anything ChildFund has learned in its decades of work with children — currently in 24 countries throughout Asia, Africa and the Americas — it's this: We need each other.

We also know that this is a message the world could really use right now.

"We Need Each Other," a new, poignant TV PSA campaign from ChildFund, invites audiences to experience the incredible power of human connection — the same power that fuels ChildFund's work to connect children living in poverty with what they need to grow up healthy, educated and safe.

In adding these TV PSAs into your on-air rotation, you'll join us in helping transform the world into a place where all children are free to achieve their potential. (Because we need them, too.) The 60- and 30- second spots can air immediately and have no expiration date.

Thank you in advance for playing this uplifting campaign. We hope it makes you — and your audiences — smile.

Sincerely,

A handwritten signature in black ink that reads "Christine Ennulat". The signature is written in a cursive, flowing style.

Christine Ennulat
Senior Manager, Brand and Communications
ChildFund International

TV PSA SCRIPTS

“We Need Each Other” (:60)

NARRATOR V/O: We need each other. Now more than ever. Because every someone needs someone else.

We need each other. Because when we work together we can do so much more – like connect more children with what they need to grow up healthy, educated and safe.

We need each other. Because when you make someone’s world better- you make everyone’s world better.

ChildFund. Because we need each other.

TV PSA SCRIPTS

“We Need Each Other” (:30)

NARRATOR V/O: We need each other. Because every someone needs someone else.

We need each other. Because when we work together we can do so much more – like connect more children with what they need to grow up healthy, educated and safe.

We need each other. Because when you make someone's world better- you make everyone's world better.

ChildFund. Because we need each other.

AVAILABLE FOR DIGITAL DOWNLOAD

This PSA is available for digital download below:

<http://www.causewaypsa.com/CF>

NO END DATE FOR USE

"We Need Each Other" (:60, :30)

Please let us know your preferences on receiving PSAs by contacting info@causewaypsa.com

ChildFund.[®]

Because we need each other.

CHILDFOUND.ORG



THE CAUSEWAY AGENCY
Advancing Causes for the Greater Good

www.TheCauseWayAgency.com