



Jeffrey Modell
Foundation

"Growing Up with PI" TV PSA CAMPAIGN
(1) :60, (3) :30, (3) :15



when I grow up,
I want to be
a director!

Know the Warning Signs!
info4pi.org

Because of the
Jeffrey Modell Foundation
I have a chance! ♥

Our new campaign encourages viewers to "Know the Warning Signs" of PI to ensure the earliest possible diagnosis and proper treatment to improve quality of life. It also depicts the evolution of our beloved characters who have grown into teenagers and are following their dreams!

When I grow up,
I AM GOING to be
a teacher!

Thank you,
Jeffrey Modell Foundation
Now I am at the head of the class!

 SAM



Sam 8 years ago



Dear Public Service Director,

We are delighted to share the newest PSA campaign from the Jeffrey Modell Foundation. For nearly twenty years, the Foundation's iconic "When I Grow Up" PSA campaign has generated public awareness of Primary Immunodeficiency (PI) through uplifting and informative messaging. PIs are a group of nearly 500 genetic disorders of the immune system with varying degrees of severity that occur when one or more parts of the immune system do not work properly, affecting millions of Americans, mostly children.

The PSAs are meant to inspire children and families to imagine healthy futures where children can follow their dreams. There has been a remarkable increase in the reported number of patients diagnosed and treated across the globe because of the PSAs—our messages of hope, advocacy, and action are helping to save lives! And this would not have happened without your generous media support!

Our new campaign encourages viewers to "Know the Warning Signs" of PI to ensure the earliest possible diagnosis and proper treatment to improve quality of life. The campaign introduces a new character who wants to be a director when she grows up. Thanks to the 10 Warning Signs, she has a chance to grow up and say, "lights, camera, action!" A second segment of the campaign depicts the evolution of two of our beloved characters who have grown into teenagers and are following their dreams. They were properly tested, diagnosed, and treated at a young age, and now they will grow up and achieve their childhood dreams. The new ads work in tandem to demonstrate the importance of early diagnosis; when children living with PI are properly treated, they can grow into healthy, passionate teenagers and pursue their dreams, thanks to the 10 Warning Signs.

It is our earnest hope that these meaningful stories will encourage your viewers to learn and "Know the Warning Signs," educate others, and help support our mission to save more lives. We are deeply appreciative of your ongoing inclusion of our PSA campaigns in your broadcast rotation. Please join us in spreading our message about the importance of early diagnosis and treatment! Together, we can save more lives and continue to create brighter and healthier futures for PI patients and their families worldwide.

As always, we thank you for your compassion and ongoing support.

With hope for our cause,

Vicki and Fred Modell
Co-Founders
Jeffrey Modell Foundation

These PSAs have an end date of November 1, 2026.

TV PSA SCRIPTS

“Growing Up with PI – All Stars” (:60)

EMMA O/C: When I grow up I want to be a director, because they get to talk to everybody about everything. Action!

YOUNG OLIVIA O/C: When I grow up, I want to be a ballerina.

TEEN OLIVIA O/C: Because dancing makes me happy. I get to entertain people and nothing makes me feel more like me.

YOUNG SAM O/C: When I grow up, I want to be a teacher.

TEEN SAM O/C: Because when I'm a teacher, I can help kids to learn and chase their dreams.

NARRATOR V/O: If your child is sick over and over again it could be PI, a defect of the immune system that affects millions. Early testing can give children a chance to dream.

TEEN SAM O/C: It takes a lot of caring teachers to make school fun.

TEEN OLIVIA O/C: It takes a great team to put on a show.

TEEN SAM O/C: It took a lot of caring people to keep my dream alive.

TEEN OLIVIA O/C: And now my dreams are coming true.

TEEN SAM O/C: Because of them, I can be head of the class.

EMMA O/C: And when I'm a director, I get to say “lights, camera, action”.

NARRATOR V/O: For more information visit the Jeffrey Modell Foundation at [info for PI dot org](mailto:info@forpi.org).

EMMA O/C: That's a wrap!

TV PSA SCRIPTS

“Growing Up with PI – Director” (:30)

EMMA O/C: When I grow up I want to be a director, because they get to talk to everybody about everything. They get to make cool movies and dance music videos. Action!

NARRATOR V/O: If your child is sick over and over again it could be PI, a defect of the immune system that affects millions. Early testing can give children a chance to dream.

EMMA O/C: And when I’m a director, I get to say “lights, camera, action”.

NARRATOR V/O: For more information visit our website at [info for PI dot org](#).

EMMA O/C: That’s a wrap!

“Growing Up with PI – Director” (:15)

EMMA O/C: When I grow up I want to be a director. Action!

NARRATOR V/O: If your child is sick over and over again it could be PI, a defect of the immune system that affects millions. Early testing can give children a chance to dream.

TV PSA SCRIPTS

“Growing Up with PI – Teacher” (:30)

YOUNG SAM O/C: When I grow up, I want to be a teacher because they know a lot of awesome stuff.

TEEN SAM O/C: I am going to be a teacher. Because when I’m a teacher, I can help kids to learn and chase their dreams.

NARRATOR V/O: PI impacts millions of children’s lives. Early and accurate diagnosis and treatment gives children like Sam a chance to achieve their dreams.

TEEN SAM O/C: It takes a lot of caring teachers to make school fun. It took a lot of caring people to keep my dream alive. And now because of them, I can be head of the class.

NARRATOR V/O: For more information visit our website at [info for PI dot org](http://infoforPI.org).

“Growing Up with PI – Teacher” (:15)

YOUNG SAM O/C: When I grow up, I want to be a teacher.

TEEN SAM O/C: I am going to be a teacher. Because when I’m a teacher, I can help kids to learn and chase their dreams.

NARRATOR V/O: PI impacts millions of children’s lives. Early and accurate diagnosis and treatment gives children like Sam a chance to achieve their dreams.

TV PSA SCRIPTS

“Growing Up with PI – Dancer” (:30)

YOUNG OLIVIA O/C: When I grow up, I want to be a ballerina.

TEEN OLIVIA O/C: Because dancing makes me happy. I get to entertain people and nothing makes me feel more like me.

NARRATOR V/O: PI impacts millions of children's lives. Early and accurate diagnosis and treatment gives children like Olivia a chance to achieve their dreams.

TEEN OLIVIA O/C: It takes a great team to put on a show. It also takes a great team of caring people to keep a dream alive. And now my dreams are coming true.

NARRATOR V/O: For more information visit our website at [info for PI dot org](http://infoforPI.org).

“Growing Up with PI – Dancer” (:15)

YOUNG OLIVIA O/C: When I grow up, I want to be a ballerina.

TEEN OLIVIA O/C: Because dancing makes me happy and nothing makes me feel more like me.

NARRATOR V/O: PI impacts millions of children's lives. Early and accurate diagnosis and treatment gives children like Olivia a chance to achieve their dreams.

AVAILABLE FOR DIGITAL DOWNLOAD

These PSAs are available for digital download below:

www.causewaypsa.com/JMF

These PSAs have an end date of November 1, 2026.

Growing Up with PI - All Stars (:60)
Growing Up with PI - Director (:30, :15)
Growing Up with PI - Teacher (:30, :15)
Growing Up with PI - Dancer (:30, :15)

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



WHEN I GROW UP,
I AM GOING TO BE A DANCER! ♡

THANK YOU,
JEFFREY MODELL FOUNDATION
NOW I CAN TAKE CENTER STAGE!
♡ OLIVIA



Olivia 8 years ago





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