



Dear PSA Director,

Help Children International create a world without poverty by sharing our new public service announcement series, ***For Good***, with your audiences.

Children International has made a commitment to end poverty for good! It won't happen overnight – it takes a commitment from people like you. Follow along as this captivating imagery takes you through communities around the world and shows you how children in need access medical care, education and the opportunities that make a lasting difference in their lives.

You can help educate your community by airing the ***For Good*** PSA as soon, and as often, as possible. The PSA is available in :60-second format for TV broadcast at [psadirect.com/childreninternational](http://psadirect.com/childreninternational).

Children International is a top-rated, nonprofit humanitarian organization focused on ending poverty by providing long-term, high-impact programs to children and youth across 10 countries. For more information about Children International, visit [children.org](http://children.org).

Learn more about us through our leadership, annual report and Case for Support.

- **Leadership:** <https://www.children.org/learn-more/key-staff>
- **Annual Report:** <https://www.children.org/globalassets/documents/children-international-annual-report.pdf>
- **For Good:** A Case for Support  
<http://online.anyflip.com/ugfv/yvui/mobile/index.html>

Thank you in advance for helping Children International educate others about our cause and continue the fight against generational poverty. If you have any questions, please contact Taylor McMahon at [childreninternational@psadirect.com](mailto:childreninternational@psadirect.com) or 703-348-6982.

Sincerely,  
Laura Thornton  
Vice President, Marketing & Engagement