



Dear PSA Director,

Help support Smile Train by sharing our inspiring, new public service announcement, ***Smile Stories: Ever***, with your audiences.

Like more than 200,000 children each year, Ever was born with a cleft which can mean difficulty breathing, eating and speaking. These are barriers that could keep Ever from writing his full smile story. Ever, and so many kids like him, are now able to live a happy, healthy life due to the cleft surgery and related care provided to them at no cost by Smile Train.

You can make a difference in the lives of children like Ever by airing the 15, 30, and 60-second ***Smile Stories: Ever*** PSAs as soon, and as often, as possible. Download all versions at [psadirect.com/smiletrain](http://psadirect.com/smiletrain).

For more information about Smile Train and how they help children around the world write their full smile story, visit [smiletrain.org](http://smiletrain.org).

Thank you in advance for your support of Smile Train. If you have any questions regarding PSA formats or media distribution, please contact Taylor McMahon at [smiletrain@psadirect.com](mailto:smiletrain@psadirect.com) or 703-348-6982.

Sincerely,

Jake Tolan  
Senior Manager of Direct Marketing, Smile Train