



For nearly 80 years, Paralyzed Veterans of America has been forging unstopPABLE futures for our nation's Veterans living with spinal cord injuries and diseases, like MS and ALS—redefining resilience and triumph.

In **Pushing Boundaries**, PVA's new heart-pounding, adrenaline-packed PSA, viewers witness the power of adaptive handcycling as PVA members conquer the terrain and shatter limitations. More than spotlighting physical rehabilitation, **Pushing Boundaries** showcases adaptive handcycling and PVA's quest to fuel independence, strengthen mental fortitude, and create unbreakable bonds.

Air **Pushing Boundaries** today and introduce your audience to the empowering world of PVA's adaptive sports and recreation programs and the extraordinary Veterans they serve. When you do, you will not only inspire action but also ride alongside PVA as they chart a course of infinite possibilities.

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