



For 80 years, Paralyzed Veterans of America has done the Hard Work most people never see to help veterans with spinal cord injuries, and diseases, like ALS and MS, as well as all people with disabilities. Through life-changing programs and services, PVA empowers people to build the strength, mobility, and confidence they need to live full lives.

Our new PSA, Hard Work, follows veterans/PVA members Justin, Amy, Rick, Nathan, and Jesse as they turn the skills gained from adaptive sports into everyday independence. PVA's adaptive sports programs aren't just about fitness — they're a powerful tool for building flexibility, motor control, mental health, and community connections that matter. What looks like training is actually transformation, helping people with disabilities achieve milestones like preparing meals, working, caring for family, and more.

By airing Hard Work, your station becomes part of the Power of PVA, helping ensure Veterans and others with disabilities have access to the programs that empower them to thrive.

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Paralyzed Veterans of America