



Dear PSA Director,

Help Save the Children make sure kids' brains and bellies are full during school closures by airing their new PSA, **#SAVEWITHSTORIES**.

Thirty million children in the United States go to school not only for learning – but also for breakfast, lunch and sometimes dinner. With schools closing due to the coronavirus (COVID-19) outbreak, children around the world need our help.

That's why Save the Children came up with **#SAVEWITHSTORIES**. In partnership with No Kid Hungry, Save the Children will be offering stories on Instagram and Facebook to provide a little fun, a little education and a little distraction for kids and parents.

Your support will help make sure schools and community programs have the support they need to keep feeding vulnerable children during the pandemic. Save the Children will provide books, games and other educational materials – along with afterschool and summer programs – to help kids make up for lost time in the classroom.

Please share this urgent message by airing the **#SAVEWITHSTORIES** PSA as soon, and as often, as possible. The PSA is available in :15, :30 and :60-second formats at psadirect.com/save.

Thank you in advance for helping Save the Children impact kids across the United States. If you have any questions, please contact Taylor McMahon at save@psadirect.com or 703-348-6982.

Sincerely,

Amy Diaz
Senior Director, Brand Experience