



Dear PSA Director,

Help Children International provide children and families in poverty with the critical essentials they need to survive during the coronavirus (COVID-19) pandemic by sharing our public service announcement, **What If**, with your community.

Imagine if you had no soap or masks, food or medical care during this global pandemic. **What If** focuses on this challenging reality for the world's most vulnerable people. Children International is helping provide these communities with hygiene education, food assistance, medical help and financial support.

Children International is working around the clock to keep children and their families safe during this crisis, and that work will continue for months to come. Learn how you can help at children.org/help.

Make a difference in a child's life during this difficult time by airing the 15-, 30- and 60-second **What If** PSAs as soon, and as often as possible at psadirect.com/children.

Children International is a top-rated, nonprofit, humanitarian organization working to eradicate poverty around the world. We believe that ending poverty starts with children. Our vision is to bring people together to put an end to generational poverty through programs focused on health, education, empowerment and employment. It is a long-term, evidence-based, high-impact approach that empowers children and youth to break the cycle of poverty for good.

Thank you in advance for your support of Children International. If you have any questions, please contact Taylor McMahon at childreninternational@psadirect.com or 703-348-6982.

Sincerely,

Laura Thornton
Vice President, Marketing and Engagement

What If (60)
FINAL TRANSCRIPT

VISUAL	AUDIO
<p>Music – simple, minor key.</p> <p>Open shot of a typical American neighborhood.</p> <p>We see children and their parents. See them in their homes in some of the world’s poorest places.</p> <p>Close up of kids’ faces.</p> <p>(L3 of url) Music lifts. Major key. Children International staff with kids and families.</p> <p>Child washing hands. Family with masks Child getting check-up from health worker. Child eating.</p> <p>Happy shots of kids. Happy shots of volunteers with patients.</p> <p>Close up of smiling kid in school uniform.</p> <p>ULL SCREEN END SLATE Learn how YOU can help at children.org/help</p>	<p>VO: When the coronavirus struck your community What if you had ...</p> <p>No soap, or masks? No food or proper shelter? No access to medical care?</p> <p>This is the reality for the world’s most vulnerable people. They have <i>no safety net</i> for this crisis.</p> <p>But there is hope. Children International is helping provide children and families in poverty with the critical essentials they need to survive. NOW.</p> <p>Food assistance. Hygiene education. Medical help. Financial support.</p> <p>We’re working around the clock to keep children, their families and their communities safe during this pandemic, and in the weeks and months to come.</p> <p>We won’t give up until every child we serve is safe and dreaming of a bright future.</p> <p>VO: To learn more, go to children dot org slash HELP today.</p> <p>You can help child and families get through this crisis.</p>

What If (30)
FINAL TRANSCRIPT

VISUAL	AUDIO
<p>Music – simple, minor key.</p> <p>Open shot of a typical American neighborhood.</p> <p>We see children and their parents. See them in their homes in some of the world’s poorest places.</p> <p>Close up of kids’ faces.</p> <p>(L3 of url) Music lifts. Major key. Children International staff with kids and families.</p> <p>Child washing hands. Family with masks Child getting check-up from health worker. Child eating.</p> <p>ULL SCREEN END SLATE Learn how YOU can help at children.org/help</p>	<p>VO: When the coronavirus struck your community What if you had ...</p> <p>No soap, masks, food, medical care?</p> <p>This is the reality for the world’s most vulnerable people.</p> <p>But there is hope. Children International is helping provide children and families in poverty with the critical essentials they need to survive.</p> <p>Food assistance. Hygiene education. Medical help. Financial aid.</p> <p>VO: To learn more, go to children dot org slash HELP today.</p>

What If (15)
FINAL TRANSCRIPT

VISUAL	AUDIO
<p>We see children and their parents in their homes in some of the world’s poorest places.</p> <p>Children International staff with kids and families.</p> <p>ULL SCREEN END SLATE Learn how YOU can help at children.org/help</p>	<p>VO: When the coronavirus strikes the world’s most vulnerable people, they have no soap, masks, food, or medical care.</p> <p>Children International is helping children and families in need survive the crisis.</p> <p>Learn more, go to children dot org slash HELP today.</p>