



Dear PSA Director,

Show your support for Muscular Dystrophy Association (MDA) during the COVID-19 pandemic by sharing our public service announcement, **COVID-19 Won't Stop Us** with your audiences.

**COVID-19 Won't Stop Us** highlights the life-saving care that Muscular Dystrophy Association is providing to one of the most vulnerable communities at this time, people with neuromuscular diseases. This community is particularly at risk from COVID-19 due to their significant muscle deterioration that can lead to reduced function of respiratory and cardiac function. Additionally, those with neuromuscular diseases are facing increasing isolation from care givers and assistance they desperately rely on.

Muscular Dystrophy Association is on the frontline protecting communities across the United States during the COVID-19 pandemic. MDA is working with care centers to share new treatment guidelines, best practices for telemedicine and providing additional education and support to families. In addition to helping those with neuromuscular disease, MDA is helping all American's by advocating for no-cost COVID-19 testing for all, ensuring state Medicaid programs have the proper funding they need to respond to this crisis and that state and hospital triage policies do not discriminate. Learn more at [helpmda.org](http://helpmda.org).

You can make a difference during this difficult time by airing the :15, :30, and :60-second **COVID-19 Won't Stop Us** PSAs as soon, and as often, as possible at [psadirect.com/mda](http://psadirect.com/mda).

MDA is committed to transforming the lives of individuals with muscular dystrophy, ALS and related neuromuscular diseases through innovations in science and innovations in care. As the largest and longest-established organization for people with neuromuscular disease, MDA works tirelessly on behalf of the neuromuscular disease community. They have done so for 70 years.

Thank you in advance for your support of Muscular Dystrophy Association. If you have any questions, please contact Taylor McMahon at [mda@psadirect.com](mailto:mda@psadirect.com) or 703-348-6982.