



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