



**Paralyzed Veterans  
of America**

Dear PSA Director,

Help support Paralyzed Veterans of America by sharing our inspiring, new public service announcement, ***We Keep Getting Up***, with your audiences.

In ***We Keep Getting Up***, U.S. Marine Corps Veteran, Troy Conquest shares his story of how Paralyzed Veterans of America has impacted his life and illustrates the incredible care it provides by inspiring veterans like him to never give up.

You can make a difference in Troy's life and the lives of all people with disabilities by airing the 15, 30, and 60-second ***We Keep Getting Up*** PSAs as soon, and as often, as possible. Download all versions at [psadirect.com/pva](https://psadirect.com/pva).

For more information about how Paralyzed Veterans of America continues to be an unstopPABLE force for veterans and all people with disabilities, visit [HelpPVA.org](https://HelpPVA.org).

Thank you in advance for your support of Paralyzed Veterans of America. If you have any questions regarding PSA formats or media distribution, please contact Taylor McMahon at [pva@psadirect.com](mailto:pva@psadirect.com) or 703-348-6982.

Sincerely,

Liz Deakin  
Director of Communications