**General media outreach:**

***Subject Line: New Video Series Features Disability Inclusion***

***That’s My Easterseals…***

 We are creative. We are diverse. We are one in four Americans. We are people with disabilities. And, we created a brand new video and PSA series!

As you know, people with disabilities – *like me, I suffered a spinal cord injury 16 years* *ago* <LOCALIZE HERE, CONSIDER HAVING THIS COME FROM A LOCAL CLIENT/FAMILY/PWD> – are underrepresented in almost every industry, especially in entertainment, media and advertising. That stops today! Because Easterseals brought together and employed a phenomenal cast and crew to create a series of unprecedented PSA’s that are directed, written, and produced by a team made up of 70% people with disabilities.

In her directorial debut, [**Nicole Lynn Evans**](https://protect-us.mimecast.com/s/jiNgCyPyPWCAZVkSMTIMW?domain=youtube.com)(actor, *Superstore, Special)* leads the charge of a star-studded cast of talented actors, influencers, and disability advocates featured in the Easterseals PSA’s, including [**Jamie Brewe**r](https://protect-us.mimecast.com/s/vrM8CzpzpgfO6V9UgCWgH?domain=youtube.com) (actor, *American Horror Story*), [**Sofiya Cheyenne**](https://protect-us.mimecast.com/s/iU38CADlDEHG4q2tYeOJ4?domain=youtube.com) (actor, *Loudermilk)*, [**Wesley Hamilton**](https://protect-us.mimecast.com/s/9XeyCBBmBGSzj2BCWCC-F?domain=youtube.com) (activist and influencer), and [**Danny J. Gomez**](https://protect-us.mimecast.com/s/gw7HCDkokKUDqG0SkF3Tz?domain=youtube.com)(actor, *New Amsterdam*). Each offers timely, personal insights on Easterseals’ important work to advance equity, inclusion and access in the areas of education, health, employment and community.

For this awareness series, Easterseals was intentionally inclusive from top to bottom, proof that *we can* flip the script on inclusion and authentic representation. Plus, the PSAs offer a bold challenge and hopeful, realistic message that inclusivity is possible and can be done. This is the real story behind this brand new PSA video series. If that’s not a compelling reason to watch and share, I don’t know what is!

Check out each of the PSA’s here: [http://www.easterseals.com/psa](https://protect-us.mimecast.com/s/l069CERpRLfkLXMUBBoy8?domain=easterseals.com). And, [the release](https://protect-us.mimecast.com/s/XNQoCG6r6Nt2kXGcYmetR?domain=easterseals.com) with more details. We’d welcome an opportunity to share more about our work and the impact we’re making in the lives of people with disabilities and families in our community. Would you be open to a Zoom or setting up time to learn more?

With Easterseals by our side, our diverse team seized the moment, took control, and created some great content! Employers, educators and our communities at large – take note!

That’s my Easterseals… make it yours.

<SIGNATURE>

**To connect with Public Service Director/Community relations:**

Dear Public Service Director,

Here in <LOCAL>, Easterseals <LOCALIZE> is leading the way to full equity, inclusion and access to education, employment and healthcare for people with disabilities and their families. Disability inclusion and representation is critical across our community as one in four people today are living with disability.

The disability community is the largest minority group, numbering some 61 million people of all races, ethnicities, gender identity, sexual orientation, ages and religions, and is a community many of us will join at some point in our lives. <LOCALIZE STATS> <ALSO, SHOULD YOU KNOW THE STATION IS AIRING THE SPOTS – USE THIS MESSAGE TO THANK THEM! ASK TO TREAT THEM TO COFFEE>

And yet, people with disabilities face deeply rooted, outdated stigmas and misperceptions across all aspects of society. It’s imperative to grow awareness and understanding of the disabled community to amplify their voices as full participants in our community.

Our PSA series titled "That’s My Easterseals, Make it Yours” (Five different spots, each available in :60, 30, :15 formats) was created by an inclusive team of actors, influencers, creatives, writers, filmmakers and passionate disability inclusion champions. In fact, more than 70% of the team developing the series has a disability. The PSA series features:

In her directorial debut, [**Nicole Lynn Evans**](https://protect-us.mimecast.com/s/jiNgCyPyPWCAZVkSMTIMW?domain=youtube.com)(actor, *Superstore, Special)* leads the charge of a star-studded list of talented actors, influencers, and disability advocates featured in the Easterseals PSA’s, including [**Jamie Brewe**r](https://protect-us.mimecast.com/s/vrM8CzpzpgfO6V9UgCWgH?domain=youtube.com) (actor, *American Horror Story*), [**Sofiya Cheyenne**](https://protect-us.mimecast.com/s/iU38CADlDEHG4q2tYeOJ4?domain=youtube.com) (actor, *Loudermilk)*, [**Wesley Hamilton**](https://protect-us.mimecast.com/s/9XeyCBBmBGSzj2BCWCC-F?domain=youtube.com) (activist and influencer), and [**Danny J. Gomez**](https://protect-us.mimecast.com/s/gw7HCDkokKUDqG0SkF3Tz?domain=youtube.com)(actor, *New Amsterdam*). Each makes for a dynamic interview and offers timely, personal insights on disability inclusion.

In each of the five spots, our advocates genuinely speak to how Easterseals has had a life-changing impact on their own lives, how Easterseals services continue to positively impact people’s lives every day, and most importantly, how much people with disabilities have to offer our communities, deserving of greater equity, inclusion and access to education, employment, health and more.

As we continue to serve millions of people across the country, we need the support of stations like yours to deliver these timely and important messages to help change perceptions about people with disabilities – about what they offer our communities, as dedicated employees, colleagues, students, friends and neighbors -- and advance true inclusion. The PSA series also encourages your viewers to support our important work and impact – again most needed given the negative impact the pandemic has had, and is still having, on people with disabilities, families, and communities we serve.

To learn more, please watch each PSA in the series at [www.easterseals.com/psa](https://protect-us.mimecast.com/s/0mg4CJ6x6ktgZM5Ck5Jr2?domain=easterseals.com). We ask that you please air these PSAs, which have **no end date for use,** as soon and as often as possible.

We’d welcome an opportunity to meet with you to share more about our local services and impact.  I’ll reach back out to try and coordinate a time. <OR LOCAL ASK>

Thank you for airing this important campaign. It is certain to be of great value to our local community – and is a compelling, timely and impactful message that will change the lives of so many!

<Signature>