

Dear Public Service Director,

There are over 122,000 youth under the age of 18 currently waiting to be adopted. Teens have lower adoption rates than younger children, and they often wait longer to be adopted. But no matter their age, all kids need a supportive and loving family, and the teenage years are an especially critical time for parental help and guidance.

Since 2004, the Ad Council has partnered with the U.S. Department of Health and Human Services' Children's Bureau and AdoptUSKids on a national adoption recruitment campaign to encourage the adoption of children from foster care.

Inspired by real family moments, the latest PSAs in this award-winning campaign highlight the heartwarming, fulfilling moments that adoptive parents can share with their teens. Created pro bono by the advertising agency Barbarian, the PSAs feature the tagline "You can't imagine the reward," reassuring prospective parents that adopting a teen can also help parents grow in new and life-changing ways.

The PSAs direct audiences to visit AdoptUSKids.org or call 888-200-4005 for information about the foster care system and the adoption process.

If **STATION NAME** is capable of donating ad inventory towards this campaign, we'd be so grateful for your support. If you can't now, but want to in the future, please reach out whenever opportunity arises. This will continue to be a crucial message for the foreseeable future. A lot of heart, time and effort has gone into this campaign, and we're so excited to share it with the world.

Thank you so much for your time. If you have any questions at all, don't hesitate to ask.

Thanks,