

## **PUBLIC SERVICE ANNOUNCEMENT**

### **Shriners Hospitals for Children Imagines a World of Possibilities**

*New PSA highlights advanced pediatric care that could help a child in your community*

Shriners Hospitals for Children® announces the newest Love to the rescue® public service announcement (PSA), *Imagine*, to raise awareness of the health care system's mission to provide advanced medical care to children regardless of their families' ability to pay.

This new PSA shines a spotlight on children with disabilities, not only imagining a world of possibilities, but actually living their dreams because of Shriners Hospitals for Children. The *Imagine* PSA features Shriners Hospitals' patients accomplishing things they may have otherwise only dreamed of - playing basketball, walking up stairs or writing their name.

*Imagine* is a reminder to the public that the advanced medical care provided by Shriners Hospitals for Children could help a child in their community. It encourages the public to turn to Shriners Hospitals if they know a child who is in need of advanced care for orthopaedic conditions, burns, spinal cord injuries or cleft lip and palate.

Send your Love to the rescue by airing the *Imagine* PSA produced by Shriners Hospitals. This 30-second PSA is available in English, Spanish and French Canadian and for use throughout 2015. **Click here** to download HD or SD quality versions of the spot, review additional materials and send your Love to the rescue today.

Shriners Hospitals for Children is a 501(c)(3) nonprofit organization and relies on the generosity of donors. This PSA is provided by Shriners Hospitals for Children.

If you have any additional questions or would like more information please contact Mike Bako at 212-736-2727 or [mikeb@dssimon.com](mailto:mikeb@dssimon.com).