



April 13, 2021

Dear Traffic Manager:

The Ad Council has sent you **Caregiver Assistance** PSAs digitally via **Extreme Reach**.

Care for yourself and your loved one.

The COVID-19 pandemic has exacerbated the stress, isolation, and anxiety that many caregivers face while caring for a loved one. During Mental Health Awareness Month in May, help caregivers better care for their loved ones and themselves by running PSAs that encourage them to visit AARP.org/caregiving for free mental health resources.

[Log in](#) to approve and download this important campaign message and show your support by running these PSAs in donated media space. Live Announcer Copy is also available following this notification. **Thank you.**

The Ad Council
Caregiver Assistance

Spot Name	Length	AD-ID	Expiration Date	Language
Take A Minute	:60	CNCG0663000	2/18/2022	English
Take A Minute	:30	CNCG0664000	2/18/2022	English
Care for Yourself	:15	CNCG0662000	2/18/2022	English

PLEASE NOTE: The attached material designates an expiration date for each PSA. Because of the SAG/AFTRA labor contracts and the agreement with the talent, the material cannot be aired after the expiration date. Airing the PSAs after the expiration date may subject the sponsor, agency, and possibly your organization and its principals to additional talent fees, penalties and damages; as well as legal action regarding claims of right by the relevant talent. All Rights within the PSAs are owned by the Advertising Council or the named Sponsors. Sale of sponsorship to any other party is prohibited. PSAs may only be placed in donated media, and may not be used in any manner that would imply an association with any commercial enterprise. You cannot, for example, exhibit the PSA with corporate logos appearing in conjunction with it. No cropping, editing or modifications are permissible.



Caregiver Assistance Live Announcer Copy

:60 |

You get their prescriptions. You make their lunch. You call their doctor. Maybe even do their laundry. You try to give them every minute you possibly can. But do you try to take a minute for yourself?

When you help care for a loved one, you work hard to make sure they're safe and comfortable, but it's just as important to remember that you find some time to care for yourself.

AARP can help with information and useful tips on how you can maintain a healthy life balance, care for your own physical and mental well-being, and manage the challenges of caring for a loved one.

Because the better you take care of yourself, the better care you can provide for your loved one.

You're there for them. And AARP is here for you.

Find free Care Guides to support you and your loved one at AARP.org/Caregiving.

That's AARP.org/Caregiving. A public service announcement brought to you by AARP and the Ad Council.

:30 |

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When you help care for a loved one, you work hard to make sure they're safe and comfortable, but it's just as important to remember to find some time to care for yourself.

AARP can help. Find free Care Guides to support you and your loved one at AARP.org/Caregiving.

Again, that's AARP.org/Caregiving.

A public service announcement brought to you by AARP and the Ad Council.

:15 |

When you care for a loved one, you take care of everything. But are you taking care of yourself?

Find Free Care Guides at AARP.org/Caregiving. That's AARP.org/Caregiving.

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