



NEW YORK LIFE
FOUNDATION

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Dear PSA Director,

“Child Grief Support for Schools” is the last public service announcement in a 3-part series focused on helping children with grief. In this PSA from First Book and New York Life Foundation, we learn that strength comes in many forms, and a book can be one of them.

Whether due to the death of a parent, sibling, or close family member, navigating grief at a young age presents unique challenges that can have lasting effects on a child’s emotional well-being and development.

The New York Life Foundation and First Book have partnered since 2018 to bring books and resources to schools experiencing acute bereavement situations.

To learn more about how educators and parents can access valuable resources to support grieving children, please go to Firstbook.org/GriefSupport. If you are or know an educator who is First Book eligible, sign up today and apply for a community credit to receive extra support.

We hope you will support this initiative by broadcasting the enclosed spots whenever public service time is available throughout the year. The PSAs are evergreen; there is no end date.

Thank you!

For more information, please contact:

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