



Spring 2025

Dear PSA Director,

Responding Swiftly = Saving Lives

This public service announcement from [Direct Relief](#), featuring Emmy-winning actress Jane Lynch, can make a significant difference in disaster-affected communities worldwide.

Every year, natural disasters, conflicts, and emergencies leave countless communities without access to critical medical resources. Direct Relief swiftly responds by delivering lifesaving aid precisely when and where it's needed most.

This compelling PSA spotlights Direct Relief's global humanitarian efforts through the powerful voice and advocacy of Jane Lynch. Her involvement raises awareness and mobilizes vital public support, enabling the organization to continue its essential disaster response and recovery missions.

By airing this PSA, you play a crucial role in extending Direct Relief's impact, directly helping individuals and families receive the emergency care they desperately require.

Direct Relief greatly appreciates your consideration and hopes you will broadcast the enclosed PSA whenever public service time is available. This PSA is evergreen; there is no kill date.

About Direct Relief: Direct Relief is a humanitarian aid organization, active in all 50 states and more than 80 countries, with a mission to improve the health and lives of people affected by poverty and emergencies – without regard to politics, religion, or ability to pay. Recognized for its impact and effectiveness, Direct Relief—the 2025 Seoul Peace Prize laureate—maintains a 100 percent rating from Charity Navigator and holds the #5 spot on Forbes' list of the largest U.S. charities.

For more information, please contact:

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