



Summer 2026

Dear PSA Director,

At The PenFed Foundation for Military Heroes, we honor and support veterans through meaningful action. Our programs empower veterans to find renewed purpose and thrive long after their military service.

A living embodiment of that mission is Benjamin Hightower. Known for his soaring vocals Benjamin is a U.S. military veteran and a Brooklyn-based singer-songwriter who brings a powerful story to his music. After separating from the Air Force and captivating millions while appearing on America's Got Talent, Benjamin has continued to define himself as a dynamic artist who bridges the gap between lyrical storytelling and soaring melodies. His music explores identity, faith, and love—while advocating for mental health awareness, especially for fellow veterans. From singing show tunes as a kid, to belting the national anthem at Madison Square Garden, he's always performed with purpose. Benjamin is stepping into a new era with the recent release of his debut EP — a collection that explores his self-discovery after leaving the military, coming out, and moving to New York City.

By airing this PSA, you will be supporting The PenFed Foundation as they expand programs that build connection, purpose, and hope for veterans and their families.

One life. One story. One dream at a time. Your support changes everything.

With gratitude,

Andrea McCarren
President
The PenFed Foundation for Military Heroes

Three (3) Television Spots Are Available:

AD-ID: PFBH1985915H
Title: PFF Benjamin Hightower PSA 15s
Length: 15 seconds
Audio: 48K Stereo PCM
Brand: PenFed Foundation
Advertiser: 4media group PSA

AD-ID: PFBH1985930H
Title: PFF Benjamin Hightower PSA 30s
Length: 30 seconds
Audio: 48K Stereo PCM
Brand: PenFed Foundation
Advertiser: 4media group PSA



AD-ID: PFBH1985960H

Title: PFF Benjamin Hightower PSA 60s

Length: 60 seconds

Audio: 48K Stereo PCM

Brand: PenFed Foundation

Advertiser: 4media group PSA

For assistance with this PSA campaign, contact:

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