



Fall/Winter 2026

Dear PSA Director,

Until there is a cure, we celebrate their lives.

For families facing a child's critical illness, Icing Smiles creates moments of joy, normalcy and connection by providing custom dream cakes at no cost to children and siblings who meet our program's medical eligibility requirements.

This PSA brings that mission to life through one deeply personal celebration. We watch a Sugar Angel create a teddy bear cake before revealing its recipient: a young girl in a hospital room surrounded by family, caregivers and the baker. Without dramatizing her illness, the film captures the transformation of a place of treatment into a moment of joy and celebration.

Icing Smiles has delivered more than 35,000 cakes with the support of more than 14,000 volunteer "Sugar Angels" nationwide. Each cake creates something deeply personal: a childhood memory defined not by illness, but by joy.

We appreciate your consideration and hope you will broadcast the enclosed PSA whenever public service time is available. **This PSA is evergreen and has no end date**, so we welcome you to air it whenever it fits your programming schedule.

To learn more about Icing Smiles, visit www.IcingSmiles.org

Contact information:

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Available PSAs:

Television

:15 ICS2074615H
:30 ICS2074630H
:60 ICS2074660H

Radio

:15 ICSR2074615
:30 ICSR2074630
:60 ICSR2074660