



August 12, 2026

Dear PSA Director,

Every child deserves to walk into school feeling confident, included, and ready to learn. Through a new national public service announcement campaign, Operation Warm is highlighting how access to essential apparel helps make that possible.

More than 10 million American children live in poverty, and two in five children experience clothing insecurity. The impact extends far beyond physical comfort. Operation Warm research found that more than one in three parents report keeping a child home from school because they could not afford a warm coat, highlighting how unmet basic needs can affect a child's ability to fully participate in school and everyday life.

These compelling public service announcements from Operation Warm demonstrate how access to essential apparel can help children feel confident, connected, and ready to participate in school and community life. By providing brand-new coats, shoes, and other essentials, Operation Warm helps remove barriers that can affect a child's confidence, participation, and sense of belonging.

Since 1998, Operation Warm has served more than 7.2 million children across 4,000 communities. By airing these messages, you can help raise awareness of childhood clothing insecurity and inspire action to ensure more children have the essential apparel they need to thrive.

Thank you for your consideration and support of this important public service campaign.

For assistance with this PSA campaign, please contact:

Laura Pair at laura.pair@4media-group.com

Three Television Spots Are Available:

Ad-Id: OW1940760H

Title: Operation Warm PSA 2026

Length: 60 seconds

Ad-Id: OW1940715H

Title: Operation Warm PSA 2026

Length: 15 seconds

Ad-Id: OW1940730H

Title: Operation Warm PSA 2026

Length: 30 seconds