

Operation Warm PSAs

Scripts - August 2026

60s PSA

It was rough for all of us. They were wearing two hoodies to school.

Sometimes i didn't play because it was cold.

There's a lot of parents that can't provide for their kids. It's hard. It really is hard.

That's where Operation Warm comes in. For over 25 years we've provided brand-new essential apparel to more than 7 million children. We call it the first layer of confidence—because a child who has what they need, is a child who shows up.

One of the main things that I struggled with was how i was going to get them coats and shoes.

It takes the burden off of other parents and myself to save for a coat versus other things that you may need in the home.

For some on the outside, they just see it as a coat. What I saw is another doorway for them to come right through.

As a parent I'm excited for his future.

When I grow up I want to be an entrepreneur.

I want to be a builder.

I want to be a boxer.

We want to provide the first layer to make that dream possible. Join us at OperationWarm.org

30s PSA

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For some on the outside they just see it as a coat; what I saw is another doorway for them to come right through.

Every child deserves a first layer of confidence. Join us at OperationWarm.org

15s PSA

For over 25 years, Operation warm has provided 7 million children with essential apparel. We call it the first layer of confidence; because a child who has what they need, is a child who shows up. Learn more at OperationWarm.org