

HORATIO  
ALGER  
ASSOCIATION  
of Distinguished Americans, Inc.

Dear Public Service Director,

Many young people are determined to accomplish their goals in life, working tirelessly and doing their best to fulfill their dreams. However, despite their hard work and desire, some still face challenges in attaining their goals due to circumstances beyond their control such as homelessness, food insecurity or financial hardships. The Horatio Alger Association of Distinguished Americans, Inc. recognizes the strength and dedication in those who face these challenges and works to provide them with support and resources to help make their dreams come true.

The Horatio Alger Association is a 501(c)(3) organization that honors the achievements of outstanding leaders who have accomplished remarkable successes in spite of adversity by bestowing upon them the Horatio Alger Award and inducting them as lifetime members. These remarkable individuals personify the American Dream and serve as role models for young people.

Thanks to the generosity of its Members and supporters, the Association provides promising young people with the resources and confidence needed to overcome their adversities and pursue their dreams through higher education.

We hope that you will help inform your viewers about how the Horatio Alger Association helps young people overcome adversity and achieve success through hard work, perseverance and determination by airing our latest public service announcement. The PSA "**Perseverance**" (:60, :30) highlights stories of these young successful individuals as examples of the American Dream in action. The PSA, which has **no end date for use**, also encourages viewers to visit [HoratioAlger.org](http://HoratioAlger.org) for more information. We hope that you will air this PSA as soon and as often as possible.

For any questions regarding the PSA, please contact our distribution representative, Shaliza Thomas, at Connect360 Multimedia (e-mail: [stthomas@c360m.com](mailto:stthomas@c360m.com); ph: 212-624-9187).

Thank you in advance for your support of this public service campaign.

Sincerely,

*Terrence J. Giroux*

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Executive Director  
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