



**Raynaud's Association®**

Providing warmth and comfort against the cold

Raynaud's Association, Inc. • 11 Topstone Road, Redding, CT 06896  
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Dear Public Service Director,

As we prepare for the upcoming winter season, please help us educate your audience on how cold temperatures trigger a painful and sometimes debilitating disorder for millions of Americans who suffer from Raynaud's phenomenon. Raynaud's phenomenon involves an interruption of blood flow to the fingers, toes, and other extremities caused by exposure to cold temperatures or emotional stress. These spasms can result in extreme pain, numbness, throbbing and swelling of the extremities. In severe cases, the area may develop dangerous ulcerations and infections, which can lead to permanent blood vessel damage and gangrene. Of the millions who suffer from this disorder, only one in ten will seek treatment; building awareness is needed to bring warmth and comfort to sufferers of this widespread yet little-known medical condition.

Your station can help raise awareness and make a difference by supporting a national public health campaign from the Raynaud's Association and airing the **"Put Your Pain on the Map"** PSA available in a :30 length. This spot encourages those who suffer from Raynaud's to help show how widespread and medically legitimate this condition is by putting their pain on the map where they can be counted as joining the fight against the cold at [www.RaynaudsMap.org](http://www.RaynaudsMap.org). **Please help us share this important message early in the season to alert sufferers to protect themselves as temperatures begin to fall and in advance of the peak winter months.** Additionally, free educational resources and support for Raynaud's sufferers are available at [www.Raynauds.org](http://www.Raynauds.org). This PSA has no end date for use.

**Additional campaign information is available here: <https://psaconnect.c360m.com/raynauds/>**

We hope you will air this PSA as soon and as often as possible. If you have questions or need further information, please contact our PSA distribution representative, Shaliza Thomas, at Connect360 Multimedia at 212-624-9187 or via email at [sthomas@c360m.com](mailto:sthomas@c360m.com).

Thank you in advance for your consideration of this important public service message.

Lynn Wunderman  
Founder and Chairman, Raynaud's Association