**MEDIA OUTREACH LANGUAGE TEMPLATE**

**SAVING FOR RETIREMENT CAMPAIGN**

Dear **[NAME OF MEDIA CONTACT]**:

I’m writing to put the support of **[ORGANIZATION]** behind a new PSA campaign from the Ad Council and AARP that greatly impacts our local community.

The U.S. at large is facing a growing retirement savings crisis, but Black women are disproportionately affected. **[Add local statistics on this issue if possible.]** Many factors, including wage disparity, play a role in the lack of savings Black women are able to accumulate throughout their careers. In addition, the daily financial pressures of caring for their family and loved ones often cause them to deprioritize their own needs in favor of nurturing and uplifting others. All this can leave them less prepared for what’s to come in their retirement years.

You’ve likely already received PSAs for the campaign, which were distributed by the Ad Council via [PSA Central](https://www.psacentral.org/home) and [Extreme Reach](http://extremereach.com/) on October 25th, 2019. **[PLEASE ONLY INCLUDE THE FOLLOWING SENTENCE ABOUT EXTREME REACH FOR TV AND RADIO STATIONS] You should have traffic instructions and an Extreme Reach AD ID in house by now.** The PSAs grab viewers’ attention with their upbeat and relatable tone, setting them apart from typical financial advertising. The three spots celebrate different financial milestones and successes consumers have already aced—from home ownership and vacation planning, to financing a child’s education—and urge them to apply those same smarts to get on track for retirement. The PSAs direct viewers to visit [AceYourRetirement.org](http://www.aceyourretirement.org)/shero for their personalized retirement action plan.

By supporting these PSAs, you are helping adults in our local community take critical steps to improve their financial security, so they can build the nest eggs they will rely on throughout their lives.

Thank you in advance for your support. Please direct questions to myself or the Ad Council media team at <https://www.psacentral.org/contactus>**.**

Sincerely,

\_  **[YOUR NAME]\_**\_\_\_\_\_\_