



Dear PSA Director,

We thank you for your time and consideration to air the **“Sarcoma, A Rare Cancer”** PSAs from the **Sarcoma Alliance**. These powerful PSAs invite listeners to learn more about sarcoma and our programs.

Each year, thousands of Americans of all ages are diagnosed with sarcoma, the rare 1% of all cancers. They need support navigating the most difficult journey of their life and the **Sarcoma Alliance** is there. Our efforts go **directly** to those affected by sarcoma, by providing, education, guidance, and connection.

The Sarcoma Alliance’s mission was born in 1999 by founder Suzanne Leider in the living room of her home with the mantra “guidance, education, and support” in her head. Her dream was for people with sarcoma to have the tools to fight this disease on physical, mental, and psychological levels. As a patient and a healthcare provider, she understood the difficulties of navigating our healthcare system. She knew that creating a gathering place for those touched by sarcoma would diminish the isolation of this diagnosis. After four years since her own diagnosis, she finally met her first sarcoma survivor Wendy Sommers. Suzanne decided that four years was too long to wait to meet a fellow survivor and decided to do something about it. With the help of friends, family and volunteers, The Sarcoma Alliance was born. Sarcoma Alliance is a 501(c)(3) nonprofit.

The **“Sarcoma, A Rare Cancer”** campaign package includes a :30 recorded PSA, :15, :30, & :60 scripts, and the Sarcoma Alliance 501(c)(3).

We ask you to kindly place these PSAs in rotation. With your support, we hope to improve the lives of Americans affected by sarcoma.

Sincerely,

A handwritten signature in cursive script that reads "Alyssa O'Driscoll".

Alyssa O’Driscoll
Executive Director

P.S. Please contact TWCPA at twc@twcpsa.com, or by phone at (516) 449-5661, if you have any questions or need another campaign package or format.

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