August 17th, 2022

Station Manager

Local Television Affiliate

Address

City, Prov Postal Code

**THE NAVY LEAGUE OF CANADA – PUBLIC SERVICE ANNOUNCEMENT**

The Navy League of Canada is a registered charity, volunteer lead organization that supports over 10,000 youth aged 9 – 18 years in education, leadership and development program while promoting Canada’s maritime interests. The volunteers are active in over 250 communities working to provide a meaningful, positive, and life-changing experience for the youth. The Navy League Cadet program is designed for youth between the ages of 9 – 12 years and is led and organized by volunteers within the Navy League of Canada.

The Navy League of Canada in partnership with NG Media have created a telecaster approved Public Service Announcement in accordance with the broadcasting standards. As a result of the pandemic, our youth training program had to shift to virtual activities, and we are working hard to rebuild and engage with the community as we return to in-person activities and encourage new cadets and volunteers to join us.

As part of your commitment to the community, we are seeking your assistance in promoting this PSA on the air. In particular, we are looking for no charge and/or unused remnant inventory. Our PSA is focused on our local cadet activities, as well as the not-for-profit nature of the Navy League of Canada.

If you have any questions regarding the Navy League of Canada, please contact our Division/Branch Representative/President (or appropriate contact), Name, by email at \*\*\* or by phone at \*\*\*\*.

Thank you for your consideration,

Name of Branch President

President, \*\* Branch

Email and Phone

Link: [English PSA](https://www.youtube.com/watch?v=iVqp2hZpjHA)

 [French PSA](https://youtu.be/4j3Ya60lo-g)