



Radio PSAs for Autism Awareness Month Joni Eareckson Tada Voices Campaign's :30 and :60 Spots

WHAT: April is Autism Awareness Month, and Joni Eareckson Tada and her friends at the Joni and Friends disability advocacy group want to do their part to help increase awareness about autism, how it affects people so differently, and how you can help families impacted by this mystifying condition.

With 1 in 110 children diagnosed with autism, its prevalence means that you likely know someone affected by autism. Joni offers this PSA campaign to help increase knowledge and understanding among the general public.

WHO: Joni Eareckson Tada, injured in a diving accident in 1967, is one of the longest living quadriplegics on record. After learning how to paint with her mouth, her story was chronicled in both the book and movie "Joni," which impacted people with disabilities around the world. Inspired by how she was able to encourage others, Joni established the disability advocacy group Joni and Friends in 1979, which launched initiatives such as Wheels for the World and Family Retreats.

WHEN: Available for use throughout the month of April

30-second PSA

Hi. I'm Joni Eareckson Tada with a message for Autism Awareness Month. Nearly 1 in 110 children are diagnosed with autism. Some are able to live lives of independence while others simply can't. How can you help if you know a family affected by Autism? Next time you're running errands, offer to do theirs, as well. Give the caregivers a break by offering to stay with their loved one. And finally, if you see a child with autism having a difficult time, offer the parent an encouraging word. For more information, visit joniandfriends.org.

60-second PSA

Hi, this is Joni Eareckson Tada with a message for Autism Awareness Month. According to the Centers for Disease Control, 1 out of 110 children are diagnosed with autism, so you likely know someone who's been impacted. Showing support to these families would take little time on your part. So, next time you're running errands, see if there's anything you can do or pick-up for that family who has a child with autism. Occasionally offer to stay for a couple of hours with that person who has autism so that they can have a break. And finally, if you see a boy or girl having a difficult time, what we often refer to as a meltdown, take a moment to think before you blame a parent for lack of discipline. This could be a child with autism who has simply had all he can handle for the day. Being supportive and offering an encouraging smile can make a world of difference. For more information, look us up online at joniandfriends.org.

DETAILS: [:30 PSA is available for download here.](#)

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Additional information about Joni and Friends is available at www.joniandfriendsnews.com.

An autism DVD resource, "Making Sense of Autism," is available for review upon request. For more information or to schedule an interview with an autism spokesperson from Joni and Friends, please contact Melany@alarryross.com or via phone at 972.267.1111.

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more information is available in our online newsroom:

www.JoniAndFriends.com