



Paralyzed Veterans of America

October 30, 2018

Dear PSA Director,

Paralyzed Veterans of America is excited to release our new PSA, *Champions*, featuring racing legend Richard Petty. Petty has served as a champion for PVA for eight years, raising thousands of dollars and generating public and volunteer support. The spot also features veteran and wheelchair rugby champion Chris Hull who was injured in a car accident while heading home on leave from the U.S. Army. Download HD-quality versions of the *Champions* PSAs at www.psadirect.com/pva.

The PSA is designed to show how PVA supports the 44,000 veterans, like Hull, living with spinal cord injury and dysfunction and showcase the important programs, services and advocacy PVA provides to help them live full and productive lives.

Paralyzed Veterans of America is the only congressionally chartered, veterans service organization with expertise in a wide variety of issues involving the special needs of veterans of the armed forces who have experienced spinal cord injury or dysfunction. The organization provides programs, services and advocacy focused on quality health care, support for medical research and education, advocacy for veteran benefits and civil rights for all people with disabilities to maximize their independence.

You can help educate your viewers by airing one of the 15-second, 30-second or 60-second PSAs about Paralyzed Veterans of America who is changing the lives of veterans daily.

When you share the PVA mission, you help create an America where our most severely injured heroes have access to what they have earned and deserve.

Links to our leadership and annual report are provided below:

- **Leadership:** www.pva.org/about-us/leadership
- **Annual Report:** www.pva.org/financial-info-governance

For more information on Paralyzed Veterans of America, visit www.pva.org.

For questions regarding PSA formats, media distribution or SD quality PSAs, please contact Taylor McMahon at pva@psadirect.com.

Thank you in advance for supporting Paralyzed Veterans of America by airing the PSA. We look forward to your participation!

Kind regards,

Liz Deakin
Director of Communications

FOR IMMEDIATE RELEASE

Contact: Lani Poblete

Email: lanip@pva.org

Phone: 202-416-7736



**Paralyzed Veterans
of America**

Paralyzed Veterans of America urges public — be a champion for veterans with disabilities

Racing legend Richard Petty and wheelchair rugby athlete featured in new public service announcement showcasing programs that are changing veterans' lives.

WASHINGTON (October 30, 2018) — Since 1946, Paralyzed Veterans of America (PVA) has been leading the effort to change lives and build brighter futures for seriously injured heroes. In a new public service announcement (PSA), racing legend Richard Petty and wheelchair rugby athlete and Army veteran Chris Hull encourage the public to become champions for the more than 44,000 veterans currently living with spinal cord injuries and diseases.

“I’m proud to support Paralyzed Veterans of America,” said Petty who has been actively involved with PVA for eight years. “There is no organization who works harder or provides better programs and services than PVA and our paralyzed veterans deserve the very best.”

Hull, a PVA member in Florida, was treated at the VA Medical Center in Tampa. He was injured in a car accident on his way home for leave while serving in the U.S. Army. He incurred multiple fractures, a traumatic brain injury, several illnesses and infections which complicated his recovery.

“Paralyzed Veterans of America changed my life,” said Hull. “Through them, I found a love for adaptive sports. I never thought I would be able to play sports again after my accident, but now I travel the world playing wheelchair rugby and have so many people supporting me. PVA is truly a support system for life.”

In addition to adaptive sports programs, PVA helps veterans like Hull secure health care, benefits and jobs. Programs, services and advocacy are focused on quality health care, support for medical research and education, advocacy for veteran benefits and civil rights for all people with disabilities to maximize their independence.

To see the PSA, learn more about Paralyzed Veterans of America, find a local chapter or support their efforts, visit psadirect.com/pva.

About Paralyzed Veterans of America

Paralyzed Veterans of America is the only congressionally chartered veterans service organization dedicated solely for the benefit and representation of veterans with [spinal cord injury](#) or [disease](#). For more than 70 years, PVA has ensured that veterans receive the [benefits](#) earned through service to our nation; monitored their care in VA spinal cord injury units; and funded [research and education](#) in the search for a cure and improved care for individuals with paralysis.

As a partner for life, Paralyzed Veterans also develops training and career services, works to ensure [accessibility](#) in public buildings and spaces, provides health and rehabilitation opportunities through sports and recreation and advocates for veterans and all people with disabilities. With more than 70 offices and 33 [chapters](#), Paralyzed Veterans serves veterans, their families and their [caregivers](#) in all 50 states, the District of Columbia and Puerto Rico.

###



CHAMPIONS (60)
FINAL TRANSCRIPT

VISUAL	AUDIO
SFX: Historical pictures of Richard Petty. (HOLD) KEY: PVA logo in lower right-hand corner	SOT (RP): I'm Richard Petty. I may be a champion on the racetrack...
CU: Richard Petty Roll CG: Richard Petty NASCAR Racing Legend (HOLD) KEY: PVA logo in lower right-hand corner	SOT (RP): ...but what I am most proud of is being a champion of veterans like...
2S: Richard Petty and Chris Hull side-by-side KEY (slow FADE IN): PVA logo in lower right-hand corner (HOLD) KEY: PVA logo in lower right-hand corner	SOT (RP): Chris Hull. Chris was injured while serving in the Army.
CU: Chris Hull straight to camera ROLL CG: Chris Hull, Paralyzed Veterans of America member (HOLD) KEY: PVA logo in lower right-hand corner	SOT (CH): Because of the Paralyzed Veterans of America I was able to get the health care and benefits I need and now I live an active life.
VTR: Video of Chris playing wheelchair rugby from wheelchair games (HOLD) KEY: PVA logo in lower right-hand corner	SOT (CH): I currently play wheelchair rugby for the only all-veteran team in the country...
VTR: Still image of Chris mentoring youth athletes. (HOLD) KEY: PVA logo in lower right-hand corner	SOT (CH): ...and mentor other veterans with disabilities when I can.
CU: Richard Petty in his garage (HOLD) KEY: PVA logo in lower right-hand corner (HOLD) KEY: PVA logo in lower right-hand corner	SOT (RP): More than 44,000 veterans...
VTR: Still images of veterans in physical therapy, rehabilitation services, at job fairs, etc. (HOLD) KEY: PVA logo in lower right-hand corner	SOT (RP): ...live with spinal cord injuries and disease. Paralyzed Veterans of America help these veterans secure health care, benefits and jobs.
VTR: Video of Chris playing wheelchair rugby from wheelchair games (HOLD) KEY: PVA logo in lower right-hand corner	SOT (CH): The programs and services at the Paralyzed Veterans of America, like adaptive sports...
CU: Chris Hull (HOLD) KEY: PVA logo in lower right-hand corner	SOT (CH):have changed my life.
VTR: Video of Chris playing wheelchair rugby from Wheelchair games. (HOLD) KEY: PVA logo in lower right-hand corner	SOT (CH): After my injury, I never thought I'd play sports...
VTR: Photos of Chris with other veterans, traveling, vacation, etc. (HOLD) KEY: PVA logo in lower right-hand corner	SOT (CH):travel the world or have so many people supporting me. Paralyzed Veterans of America has given me a support system for life.
FS: End slate with: Learn More: pva.org/champions (PVA Logo)	SOT (RP): To learn how you can join me and be a champion for veterans like Chris, visit pva.org/champions .

**CHAMPIONS (30)
FINAL TRANSCRIPT**

VISUAL	AUDIO
SFX: Historical pictures of Richard Petty. (HOLD) KEY: PVA logo in lower right-hand corner	SOT (RP): I'm Richard Petty. I may be a champion on the racetrack...
CU: Richard Petty Roll CG: Richard Petty NASCAR Racing Legend (HOLD) KEY: PVA logo in lower right-hand corner	SOT (RP): ...but what I am most proud of is being a champion of veterans like...
2S: Richard Petty and Chris Hull side-by-side KEY (slow FADE IN): PVA logo in lower right-hand corner (HOLD) KEY: PVA logo in lower right-hand corner	SOT (RP): Chris Hull.
CU: Chris Hull VTR: Video of Chris playing wheelchair rugby from wheelchair games (HOLD) KEY: PVA logo in lower right-hand corner	SOT (CH): The programs and services...
VTR: Video of Chris playing wheelchair rugby from Wheelchair games. (HOLD) KEY: PVA logo in lower right-hand corner	SOT (CH):at the Paralyzed Veterans of America, like adaptive sports...
CU: Chris Hull (HOLD) KEY: PVA logo in lower right-hand corner	SOT (CH): ...have changed my life.
VTR: Video of Chris playing wheelchair rugby from Wheelchair games and still images of Chris with other veterans. (HOLD) KEY: PVA logo in lower right-hand corner	SOT (CH): After my injury, I never thought I'd play sports. Paralyzed Veterans of America has given me a support system for life.
FS: End slate with: Learn More: pva.org/champions (PVA Logo)	SOT (RP): To learn how you can join me and be a champion for veterans like Chris, visit pva.org/champions .



CHAMPIONS (15)
FINAL TRANSCRIPT

VISUAL	AUDIO
<p>SFX: Historical pictures of Richard Petty. (HOLD) KEY: PVA logo in lower right-hand corner</p>	<p>SOT (RP): I may be champion on the racetrack...</p>
<p>CU: Richard Petty in his garage. Roll CG: Richard Petty NASCAR Racing Legend (HOLD) KEY: PVA logo in lower right-hand corner</p>	<p>SOT (RP): ... but what I'm most proud of is being a champion for veterans...</p>
<p>2S: Richard Petty and Chris Hull side-by-side (HOLD) KEY: PVA logo in lower right-hand corner.</p>	<p>SOT (RP): ...like Chris Hull.</p>
<p>CU: Chris Hull (HOLD) KEY: PVA logo in lower right-hand corner.</p>	<p>SOT (CH): ...Paralyzed Veterans of America...</p>
<p>VTR: Still image of Chris and his family. (HOLD) KEY: PVA logo in lower right-hand corner.</p>	<p>SOT (CH): ...has given me a support system for life.</p>
<p>FS: End slate with: Learn More: pva.org/champions (PVA Logo)</p>	<p>SOT (RP): To learn how you can be a champion for veterans like Chris, visit pva.org/champions.</p>

Internal Revenue Service
P. O. Box 2508
Cincinnati, OH 45201

Department of the Treasury

Date: December 22, 2011

PARALYZED VETERANS OF AMERICA
801 18TH STREET NW
WASHINGTON DC 20006

Person to Contact:

Dee Anna Jarmon

#0196118

Toll Free Telephone Number:

877-829-5500

Employer Identification Number:

13-1946868

Group Exemption Number:

1317

Dear Sir or Madam:

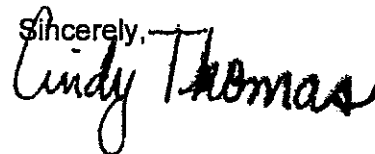
This is in response to your December 20, 2011 request for information about your tax-exempt status.

Our records indicate that you were issued a determination letter in February 1997, and that you are currently exempt under section 501(c)(3) of the Internal Revenue Code.

Based on the information supplied, we recognized the subordinates named on the list you submitted as exempt from Federal income tax under section 501(c)(3) of the Code.

Donors may deduct contributions to you as provided in section 170 of the Code. Bequests, legacies, devises, transfers, or gifts to you or for your use are deductible for Federal estate and gift tax purposes if they meet the applicable provisions of sections 2055, 2106, and 2522 of the Code.

If you have any questions, please call us at the telephone number shown in the heading of this letter.

Sincerely,


Cindy Thomas
Manager, Exempt Organizations
Determinations

INTERNAL REVENUE SERVICE
DISTRICT DIRECTOR
P. O. BOX 2508
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date: FEB 15 1986

PARALYZED VETERANS OF AMERICA
C/O ALBERT G LAUBER, ESQ
CAPLIN & DRYSDALE CHARTERED
ONE THOMAS CIRCLE, NW, STE 1100
WASHINGTON, DC 20005

Employer Identification Number:
13-194686B

DLN:
317034733

Contact Person:
D. A. DOWNING

Contact Telephone Number:
(513) 684-3957

Accounting Period Ending:
September 30

Form 990 Required:
YES

Addendum Applies:
YES

Dear Applicant:

Based on information supplied, and assuming your operations will be as stated in your application for recognition of exemption, we have determined you are exempt from federal income tax under section 501(a) of the Internal Revenue Code as an organization described in section 501(c)(3).

We have further determined that you are not a private foundation within the meaning of section 509(a) of the Code, because you are an organization described in sections 509(a)(1) and 170(b)(1)(A)(vi).

If your sources of support, or your purposes, character, or method of operation change, please let us know so we can consider the effect of the change on your exempt status and foundation status. In the case of an amendment to your organizational document or bylaws, please send us a copy of the amended document or bylaws. Also, you should inform us of all changes in your name or address.

As of January 1, 1984, you are liable for taxes under the Federal Insurance Contributions Act (social security taxes) on remuneration of \$100 or more you pay to each of your employees during a calendar year. You are not liable for the tax imposed under the Federal Unemployment Tax Act (FUTA).

Since you are not a private foundation, you are not subject to the excise taxes under Chapter 42 of the Code. However, you are not automatically exempt from other federal excise taxes. If you have any questions about excise, employment, or other federal taxes, please let us know.

Grantors and contributors may rely on this determination unless the Internal Revenue Service publishes notice to the contrary. However, if you lose your section 509(a)(1) status, a grantor or contributor may not rely on this determination if he or she was in part responsible for, or was aware of, the act or failure to act, or the substantial or material change on the part of the organization that resulted in your loss of such status, or if he or she acquired knowledge that the Internal Revenue Service had given notice that you would no longer be classified as a section 509(a)(1) organization.

Donors may deduct contributions to you as provided in section 170 of the

Letter 947 (DO/CG)

PARALYZED VETERANS OF AMERICA

Code. Bequests, legacies, devises, transfers, or gifts to you or for your use are deductible for federal estate and gift tax purposes if they meet the applicable provisions of Code sections 2055, 2106, and 2522.

Contribution deductions are allowable to donors only to the extent that their contributions are gifts, with no consideration received. Ticket purchases and similar payments in conjunction with fundraising events may not necessarily qualify as deductible contributions, depending on the circumstances. See Revenue Ruling 67-246, published in Cumulative Bulletin 1967-2, on page 104, which sets forth guidelines regarding the deductibility, as charitable contributions, of payments made by taxpayers for admission to or other participation in fundraising activities for charity.

In the heading of this letter we have indicated whether you must file Form 990, Return of Organization Exempt From Income Tax. If Yes is indicated, you are required to file Form 990 only if your gross receipts each year are normally more than \$25,000. However, if you receive a Form 990 package in the mail, please file the return even if you do not exceed the gross receipts test. If you are not required to file, simply attach the label provided, check the box in the heading to indicate that your annual gross receipts are normally \$25,000 or less, and sign the return.

If a return is required, it must be filed by the 15th day of the fifth month after the end of your annual accounting period. A penalty of \$10 a day is charged when a return is filed late, unless there is reasonable cause for the delay. However, the maximum penalty charged cannot exceed \$5,000 or 5 percent of your gross receipts for the year, whichever is less. This penalty may also be charged if a return is not complete, so please be sure your return is complete before you file it.

You are not required to file federal income tax returns unless you are subject to the tax on unrelated business income under section 511 of the Code. If you are subject to this tax, you must file an income tax return on Form 990-T, Exempt Organization Business Income Tax Return. In this letter we are not determining whether any of your present or proposed activities are unrelated trade or business as defined in section 513 of the Code.

You need an employer identification number even if you have no employees. If an employer identification number was not entered on your application, a number will be assigned to you and you will be advised of it. Please use that number on all returns you file and in all correspondence with the Internal Revenue Service.

This determination is based on evidence that your funds are dedicated to the purposes listed in section 501(c)(3) of the Code. To assure your continued exemption, you should keep records to show that funds are expended only for those purposes. If you distribute funds to other organizations, your records should show whether they are exempt under section 501(c)(3). In cases where the recipient organization is not exempt under section 501(c)(3), there should be evidence that the funds will remain dedicated to the required

PARALYZED VETERANS OF AMERICA

purposes and that they will be used for those purposes by the recipient.

If we have indicated in the heading of this letter that an addendum applies, the enclosed addendum is an integral part of this letter.

Because this letter could help resolve any questions about your exempt status and foundation status, you should keep it in your permanent records.

We have sent a copy of this letter to your representative as indicated in your power of attorney.

If you have any questions, please contact the person whose name and telephone number are shown in the heading of this letter.

Sincerely yours,


District Director

Enclosure(s):
Addendum

PARALYZED VETERANS OF AMERICA

You are required to make available for public inspection a copy of your exemption application, and supporting documents, and this exemption letter. If you are required to file an annual information return, you are also required to make a copy of the return available for public inspection for three years after the return is due. Failure to make these documents available for public inspection may subject you to a penalty of \$10 per day for each day there is a failure to comply (up to a maximum of \$5,000 in the case of an annual return). See Internal Revenue Service Notice BB-120, 1988-2 C.B. 454, for additional information.

Guidelines under which private foundations may rely on this determination, for gifts, grants, and contributions made after March 13, 1989, were liberalized and published in Rev. Proc. 89-23, Cumulative Bulletin 1989-1, page B44.

Since you have not indicated that you intend to finance your activities with the proceeds of tax exempt bond financing, in this letter we have not determined the effect of such financing on your tax exempt status. You may obtain a confirmation ruling concerning the effect of tax-exempt bond financing on your exempt status from the Exempt Organizations Technical Division, Internal Revenue Service, 1111 Constitution Ave., N.W., Washington, D. C. 20224, Attn: E:EO.

This determination is effective October 1, 1996. As such, contributions are deductible as of this date.