



February 26, 2019

Dear PSA Director,

Help Paralyzed Veterans of America celebrate the UnstoppABLE spirit of veterans with disabilities by sharing a new public service announcement series, ***Together We Are UnstoppABLE***, with your audiences.

Together We Are UnstoppABLE is a two-part series. The Upbeat PSA shows disabled veterans participating in Paralyzed Veterans of America adaptive sports programs. The Inspiring PSA features interviews with veterans who are UnstoppABLE thanks in part to Paralyzed Veterans of America.

You can help motivate all people with disabilities by airing the Upbeat and Inspiring ***Together We Are UnstoppABLE*** PSAs as soon, and as often, as possible. Both versions are available in :15, :30 and :60-second formats at psadirect.com/pva.

In addition to adaptive sports programs and fighting for the civil rights of all people with disabilities, Paralyzed Veterans of America helps all veterans secure health care, benefits and jobs. For more information about Paralyzed Veterans of America, visit pva.org.

Learn more about us through our leadership and annual report:

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

Thank you in advance for helping Paralyzed Veterans of America continue as an UnstoppABLE force for veterans. If you have any questions, please contact Taylor McMahan at pva@psadirect.com or 703-348-6982.

Sincerely,
Liz Deakin
Director of Communications

FOR IMMEDIATE RELEASE

Contact: Liz Deakin
Email: LizD@pva.org
Phone: 703-677-1011



**Paralyzed Veterans
of America**

**Paralyzed Veterans of America highlights the *UnstoppABLE*
spirit of veterans in new public service announcement**

Campaign aims to inspire all those living with a disability to be UnstoppABLE in their everyday lives

WASHINGTON (October 22, 2018) — *UnstoppABLE* is a new, high-impact, public service announcement (PSA) campaign from [Paralyzed Veterans of America](http://ParalyzedVeteransofAmerica.org) that celebrates the indomitable spirit of veterans with spinal cord injury and disease. The PSA showcases Paralyzed Veterans of America's adaptive sports programs which empower veterans and help them transcend adversity and conquer challenges throughout their lives. To watch the *UnstoppABLE* PSA, go to pva.org/UnstoppABLE.

"We hope when all people, not just the disabled, see this inspirational PSA from Paralyzed Veterans of America they are motivated to become *UnstoppABLE* in their everyday lives," said [David Zurfluh](#), national president of Paralyzed Veterans of America. "As an organization, we work every day to remove barriers for all people with disabilities and develop innovative programs and services for veterans that help them set and achieve lofty life goals, even if they have to go about it in new ways."

The PSA features two veterans who participate in Paralyzed Veterans of America's adaptive sports program. Tim Vixay, a U.S. Marine veteran from Oregon City, Oregon, is one of the individuals featured. He sustained a neck and spinal cord injury during a swimming accident in 2008 and can be seen swimming during the *UnstoppABLE* PSA.

"I tell anyone facing adversity that your life doesn't stop because of an injury," Vixay said. "You just have to keep moving and do the best you can. I have learned through Paralyzed Veterans of America programs I am still the same person with drive and a competitive spirit. I am strong and focused and know that I am capable of anything."

Mason Symons, a U.S. Army veteran from Pine Grove, Pennsylvania, can be seen in the PSA playing wheelchair rugby, also known as "murder ball." His spinal cord injury is from a 2009 motorcycle accident. Symons credits Paralyzed Veterans of America for opening up a whole new world to him.

"My participation in Paralyzed Veterans of America reminds me that even when the odds are stacked against you, you don't back down," Symons said. "I have dreams, aspirations and goals and no matter what is thrown my way, I will be unstoppable in my efforts to reach them."

In addition to adaptive sports programs and fighting for the civil rights for people with disabilities, Paralyzed Veterans of America helps all veterans secure health care, benefits and jobs.

To learn more about Paralyzed Veterans of America and support their efforts, visit pva.org/unstoppable.

(MORE)

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, Paralyzed Veterans of America 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 of America 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 of America serves veterans, their families and [caregivers](#) in all 50 states, the District of Columbia and Puerto Rico. For more information about Paralyzed Veterans of America and our programs and services go to pva.org.

###

**TOGETHER WE ARE UNSTOPPABLE – UPBEAT (60)
FINAL TRANSCRIPT**

VISUAL	AUDIO
Paralyzed Veterans of American logo with WE ARE #PVAUnstoppABLE	Music
Le'Toi Adams, U.S. Army, interview close up	Being with the Paralyzed Veterans of America,
Adams chalking her hands	they have showed me so much is possible.
Adams in a weight lifting competition	Music
Adams interview close up	And I'll never walk again but that hasn't stopped my ability to succeed.
Adams in a weight lifting competition	Music
Shaun Castle, U.S. Army, interview close up	I went from laying in a hospital bed, dying
Castle in a wheelchair basketball competition	to being a collegiate wheelchair basketball player, a professional wheelchair basketball player
Castle interview close up and he snaps	and it started with that one moment where...
Black screen	Finger snap sound
Castle interview close up	There's life.
Adams interview close up	PVA has taught me to be unstoppable
Adams in a weight lifting competition	in life, never to give up.
Adams interview close up, flexing	I am strong.
Castle interview close up	I am unstoppable because of Paralyzed Veterans of America by my side. And for the rest of my life
Castle in a wheelchair basketball competition	I will be unstoppable because they are there with me
Adams interview close up	How many falls I take I still get back up
Adams showing off her National Wheelchair Games medals	and play the game. I am a competitor.
Adams interview close up	Paralyzed Veterans of America. We
Castle interview close up	We
Adams interview close up and folding her arms	We... Are unstoppable
End slate: Keep Us UnstoppABLE pva.org UnstoppABLE logo	Music fades

**TOGETHER WE ARE UNSTOPPABLE – UPBEAT (30)
FINAL TRANSCRIPT**

VISUAL	AUDIO
Paralyzed Veterans of American logo with WE ARE #PVAUnstoppABLE	Music
Le’Toi Adams, U.S. Army, interview close up Adams chalking her hands in a weightlifting competition	Being with the Paralyzed Veterans of America, they have showed me so much is possible.
Shaun Castle, U.S. Army, interview close up Castle in a wheelchair basketball competition	I went from laying in a hospital bed, dying, to being a collegiate wheelchair basketball player.
Castle interview close up and he snaps	And it started with that one moment where...
Black screen	Finger snap sound
Castle interview close up	There’s life.
Adams interview close up	PVA has taught me to be unstoppable
Adams in a weight lifting competition	in life.
Castle interview close up	I am unstoppable because of Paralyzed Veterans of America by my side.
Adams interview close up and folding her arms	We are unstoppable.
End slate: Keep Us UnstoppABLE pva.org UnstoppABLE logo	Music fades

**TOGETHER WE ARE UNSTOPPABLE – UPBEAT (15)
FINAL TRANSCRIPT**

VISUAL	AUDIO
Paralyzed Veterans of American logo with WE ARE #PVAUnstoppABLE	Music
Shaun Castle, U.S. Army, interview close up	I am unstoppable because of Paralyzed Veterans of America is by my side
Castle in a wheelchair basketball competition	And for the rest of my life, I will be unstoppable because they are there with me
End slate: Keep Us UnstoppABLE pva.org UnstoppABLE logo	Music fades

TOGETHER WE ARE UNSTOPPABLE – INSPIRING (60)
FINAL TRANSCRIPT

VISUAL	AUDIO
Paralyzed Veterans of American logo with WE ARE #PVAUnstoppABLE	Music
Interview panning	Music
Chris Hull, U.S. Army, interview close up	When you find something that you can't do the same way that you used to, that's when you feel like your disability hits the most.
Brett Smith, U.S. Marine Corps, interview with Hull	Paralyzed Veterans of America has taught
Series of close up head shots of Paralyzed Veterans of America members	veterans like myself that they can be unstoppable.
Carl Blake, U.S. Army, interview	One of the very first people I met was a service officer from our organization and I was surrounded by members of Paralyzed Veterans of America.
Al Marconi, U.S. Navy/Army, interview and then puts on his hat	Paralyzed Veterans of America, you heal the wounds we have deep down inside of us
Blake interview	Because of Paralyzed Veterans of American I can do anything I want to do
Twila Adams, U.S. Army, interview and flexing her arms	PVA has helped me thrive, I was me again.
Blake interview	It proves to me that there is nothing that can't be overcome.
Series of close up head shots of members of Paralyzed Veterans of America	PVA has reminded me
Marconi interview, showing how he shoots his bow	that I was born unstoppable.
Smith interview	Because of Paralyzed Veterans of America,
Blake interview	We
Marconi interview	We
Adams interview	We are unstoppable.
End slate: Help Keep Us UnstoppABLE pva.org UnstoppABLE logo	Music fades

**TOGETHER WE ARE UNSTOPPABLE – INSPIRING (30)
FINAL TRANSCRIPT**

VISUAL	AUDIO
Paralyzed Veterans of American logo with WE ARE #PVAUnstoppABLE	Music
Brett Smith, U.S. Marine Corps, interview with Hull	Paralyzed Veterans of America has taught
Series of close up head shots of members of Paralyzed Veterans of America	veterans like myself that they can be unstoppable.
Al Marconi, U.S. Navy/Army, interview and then puts on his hat	Paralyzed Veterans of America, you heal the wounds we have deep down inside of us.
Twila Adams, U.S. Army, interview and flexing her arms	PVA has helped me thrive, I was me again.
Carl Blake, U.S. Army, interview	It proves to me that there is nothing that can't be overcome.
Smith interview	Because of Paralyzed Veterans of America,
Blake interview	We
Marconi interview	We
Adams interview	We are unstoppable.
End slate: Help Keep Us UnstoppABLE pva.org UnstoppABLE logo	Music fades

**TOGETHER WE ARE UNSTOPPABLE – INSPIRING (15)
FINAL TRANSCRIPT**

VISUAL	AUDIO
Paralyzed Veterans of American logo with WE ARE #PVAUnstoppABLE	Music
Brett Smith, U.S. Marine Corps, interview with Hull	Paralyzed veterans of America has taught
Series of close up head shots of members of Paralyzed Veterans of America	veterans like myself that they can be unstoppable.
Carl Blake, U.S. Army, interview	It proves to me that there is nothing that can't be overcome.
Twila Adams, U.S. Army, interview	We are unstoppable.
End slate: Help Keep Us UnstoppABLE pva.org/UnstoppABLE UnstoppABLE logo	Music fades

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:

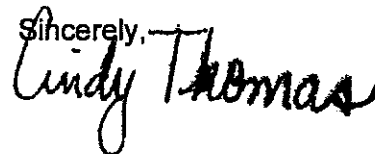
This is in response to your December 20, 2011 request for information about your tax-exempt status.

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:
13-1946868

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.