Date:

[Insert contact’s address]

[Insert city, State]

[Insert zip code]

Dear [Insert name of editor]:

My name is [Your Name] and I am writing to you as a volunteer for Apraxia Kids. May is Apraxia Awareness Month; an opportunity to bring awareness to our community about childhood apraxia of speech (CAS).

Childhood apraxia of speech (CAS) is a motor speech disorder that makes it difficult for an affected child to plan the movements of the lips, tongue, jaw, etc. needed to speak. Children with apraxia of speech predominately have an age appropriate understanding of language - they know what they want to say - but have difficulty learning or performing the complex movements that underlie speech. Apraxia of speech is one of the most severe childhood speech and communication disorders and it occurs in approximately 1 in 1,000 children.

I want to bring awareness to our community about this speech difficulty in children. Childhood apraxia of speech (CAS) is still unfamiliar, misunderstood, and continues to have a significant impact on children and their families. Speech and communication are critical skills for young children and they along with their families need support to develop these skills as they will not outgrow this disorder. The only proven treatment for CAS is intensive speech therapy, which is quite costly as it extends over many years for these children. Through endless determination and hard work, children affected with CAS continue through their struggles to learn a skill - speaking - that comes effortlessly to other children.

[Insert two or three sentences of how apraxia impacts your child, loved one, or clients]

* Learn more about apraxia at [**www.apraxia-kids.org**](http://www.apraxia-kids.org). Please help us raise awareness for these amazing children!
* As part of **Apraxia Awareness Day**, please mention the **facts** printed on the enclosed document. The document also includes **suggested posts** that we encourage you to post on your outlet’s social media channels. We can also help arrange interviews with parents of children with apraxia or local speech-language pathologists to speak about CAS and the importance of bringing awareness to this disorder. Contact **press@apraxia-kids.org** for more information!

[Insert your name]

[Insert your address]

[Insert daytime telephone number]

**QUICK FACTS**

* Childhood apraxia of speech (CAS) is a motor speech disorder that becomes apparent as a young child is learning to speak.
* CAS is often misdiagnosed because of its relative rarity. Recent findings indicate that CAS is low incidence that affects 1 in 1,000 children.
* Frequent, intensive speech therapy focused on the principles of motor learning is the only treatment for CAS. As it is relatively uncommon and often misunderstood, it can be difficult for families to find professionals who are trained to diagnose and effectively treat apraxia.

**SUGGESTED TWEETS/SOCIAL MEDIA POSTS**

* Today, May 14, is **#ApraxiaAwarenessDay**! RT to raise awareness for childhood apraxia of speech!
* Today, on **#ApraxiaAwarenessDay**, let's make **#childhoodapraxiaofspeech** part of everyday conversation.
* RT and celebrate **#ApraxiaAwarenessDay**! Share your **#childhoodapraxiaofspeech** story!

**ABOUT APRAXIA KIDS**

Apraxia Kids is a 501(c)(3) nonprofit publicly funded charity whose mission is to strengthen the support systems in the lives of children with apraxia so that each child is afforded their best opportunity to develop speech and communication.

Apraxia Kids is based out of Pittsburgh, Pennsylvania. This office of 8 full-time staff members is responsible for the development and coordination of all programming, education, funding, and research. With the support of thousands of volunteers and donors, Apraxia Kids is able to help children find their voices through education, research, support, and awareness. Learn more at [**www.apraxia-kids.org**](http://www.apraxia-kids.org).