Date:

Television Reporter’s Full Name, News Anchor

MediaCompany/Station Name

Address

City, State ZIP

Dear, (Mr./Ms. Last Name):

My name is [Your Name] and I am writing to you as a volunteer for Apraxia Kids. **May** is **Apraxia Awareness Month**, and we are asking for your help in raising awareness about childhood apraxia of speech (CAS), which affects 1 in 1,000 children. CAS is a motor speech disorder that becomes apparent as a young child is learning speech. Children with CAS have difficulty planning and producing the precise, highly refined and specific series of movements of the tongue, lips, jaw, and palate that are necessary for intelligible speech. 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.

* On **Apraxia Awareness Day, May 14, 2021, Apraxia Kids** will be advancing its national public awareness campaign, which works to elevate knowledge about, and concern for, Childhood Apraxia of Speech – because every child deserves a voice!
* **Blue** is the signature color for CAS. Will **you** commit to **wearing blue** on the air this **Apraxia Awareness Day** to raise awareness for CAS?
* As part of your **Apraxia Awareness Day** broadcast, please mention the **facts** printed on the enclosed document. The document also includes **suggested Tweets** that we encourage you to post on your station’s Twitter page. In addition, consider inviting an Apraxia Kids spokesperson from your local community to be an on-air guest. 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!

Thank you for your consideration. I invite you to contact me to learn more, or to visit www.apraxia-kids.org

Sincerely,

[Your Name]

[Phone Number or Email]

**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)**.**