Dear PSA/Program Director,

Older Americans on fixed incomes often struggle to pay their bills every month. What many don’t know is they may be eligible for programs that can help them afford food, medicine, and other daily expenses.

The National Council on Aging (NCOA) offers **evergreen radio and TV PSAs**that promote [BenefitsCheckUp.org](https://benefitscheckup.org/) ([BuscaBeneficios.org](http://BuscaBeneficios.org)), a free, confidential website that connects older Americans to these money-saving programs. The PSAs are available in English and Spanish.

NCOA is a trusted national nonprofit that has been serving older Americans since 1950. We hope you can add the PSAs to your rotation, and we appreciate your support in spreading the word about this important free service for older Americans.

Sincerely,

Simona Combi

Public Relations Manager

National Council on Aging

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