



FOR IMMEDIATE RELEASE
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Spina Bifida Association Launches Second PSA on Folic Acid Awareness in Times Square Plaza

Washington, D.C. – The Spina Bifida Association (SBA) has launched a second PSA that will run from July 22 to September 13 on the CBS “Super Screen” in the heart of the Times Square Plaza. The 15 second spot, [Give Your Children a Gift Today](#), is the second of four spots that will run sequentially until October 15. These messages highlight Spina Bifida, its prevalence in the United States, and how it can be prevented.

One of SBA’s goals is to bring hope to every woman who wants a healthy baby now or in the future. “It is important for the Spina Bifida Association and our chapters to communicate with women about the importance of including folic acid in their diet before conception, and this PSA series does just that,” says Cindy Brownstein, SBA’s President and Chief Executive Officer.

The next PSA honors Hispanic Heritage Month and runs beginning the third week of September. Since Hispanic women tend to have higher rates of Spina Bifida affected births, it is especially important for SBA to speak to them about the benefits of taking a multivitamin with folic acid every day to reduce their risk of having a Spina Bifida affected birth.

The entire PSA campaign culminates with a spot highlighting Spina Bifida Awareness Month in October. “Our hope with the last spot is to really make people aware of who we are, what we do, and what we can all do together to advance our mission,” says Ms. Brownstein.

SBA remains committed to spreading its prevention message and helping those affected by Spina Bifida. We are thrilled to have the opportunity to share it in such a visible way. When the series concludes, the organization will have reached 1.5 million people per day over the 130-day period for a total of 195 million people.

In collaboration with Neutron Media and Thinkdesign+ Communications, Inc., SBA selected images and language that resonate with all women to educate them about Spina Bifida in the 21st century.

[Give Your Children a Gift Today PSA](#)