



USBLN® “I Am, I Can, I Do” National Public Education Campaign: First Public Service Announcement (PSA) Now Available Online

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WASHINGTON, DC (December 15, 2011) – The US Business Leadership Network (USBLN®) is proud to launch their national public education campaign titled, “I Am, I Can, I Do.” The campaign includes a series of 30 and 60 second Public Service Announcements (PSAs) showcasing people with disabilities who ‘Do!’

[AMC Entertainment Inc.](#), a USBLN® member company, debuted the first in this PSA series in their theatres nationwide at the end of September 2011. The showings continued through October in celebration of National Disability Employment Awareness Month (NDEAM). The USBLN® PSA was aired in 5,000 movie theaters nationwide reaching over 20 million viewers.

The campaign’s inclusion of many vibrant young people with disabilities conveys the value that people with disabilities bring to the workplace, marketplace and supply chain plus sends a message to youth with disabilities to aspire to their ‘dream’ careers.

Following the AMC sponsored showing during October and unveiling at our [2011 USBLN® Annual Conference](#), the campaign will continue throughout 2012, culminating with a special event to be held during the [2012 USBLN® Annual Conference](#) on October 1-4 in Orlando, Florida.

The first PSA in the series features Steve Derelian, an USC Business Graduate, Attorney and surfer; Lexi Marman a Special Education teacher, Jazz dancer and Former Miss Deaf California; and Dominique Beltran, a Film Maker and a member of Actors for Autism with the exciting conclusion that “inclusion works.” To watch the 30-second PSA, click the following direct links or visit www.usbln.org:

30-second PSA with modern captioning - <http://youtu.be/nEKWhR1mf8k>

30-second PSA traditional captioning on bottom - <http://youtu.be/4bTFVb-twrk>

Viewers are invited to share the above PSAs with their organizations, Employee Resource Groups (ERGs) and social networks.

About the US Business Leadership Network (USBLN®)

The US Business Leadership Network (USBLN®) is the national disability organization that serves as the collective voice of over 60 Business Leadership Network affiliates across North America, representing over 5,000 employers. The USBLN® promotes the business imperative of the preparation and inclusion of people with disabilities in the workplace, marketplace, and supply chain while supporting the development and expansion of its BLN affiliates. The USBLN® recognizes and supports best practices in hiring and advancing

employees with disabilities, marketing to consumers with disabilities, and encourages contracting with vendors with disabilities through the development and certification of disability-owned businesses. www.usbln.org

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