



AAF-LOUISVILLE PRESENTS: PSA CHALLENGE

Kentucky Governor, Andy Beshear, has challenged everyone to help share the importance of social distancing to all Kentuckians. Who better to creatively share such an important message than our local ad industry professionals.

AAF-Louisville is inviting you to participate in a “PSA Challenge” focused on highlighting our talented members and spreading a positive message about the world right now. Help us spread the message and have some fun showing off your creative skills!

1

CREATE A POSITIVE PSA

It can be in whatever format you like. It should be related to the COVID-19 crisis.

2

POST IT ON SOCIAL

Tag @aaflouisville and use the hashtags #aafpsachallenge #teamkentucky and #alonetgether.

3

WE'LL SHARE IT

AAF-Louisville will share submissions on our accounts and send a press release to the Governor's office.

#AAFPSACHALLENGE

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