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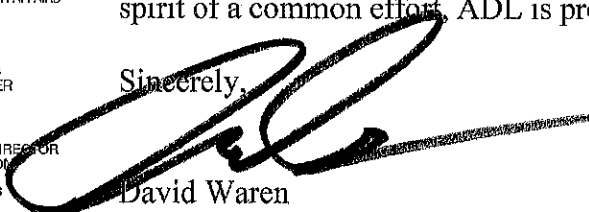
Mr. Jacobs,

I'm pleased to convey ADL's support of the important message of respect in the new PSA "R-Word." We commend NewsCorp for bringing this reminder to their audiences across the country.

This PSA compellingly and succinctly reminds us that words have power. When they are used to denigrate any group of people, including people with intellectual disabilities, people and institutions have the responsibility to communicate that such behavior is unacceptable.

ADL's anti-bias education work across the country strives to build respect and inclusiveness for all people in schools, communities, campuses and the workplace. In spirit of a common effort, ADL is proud to endorse this PSA.

Sincerely,


David Wren
Director, Education Division