



# 2023 Public Service Announcement Contest

## PSA Topic: Valuing Diversity

In this PSA, explore the idea of why we need to appreciate and celebrate diversity!

We live in one of the most, if not the most, diverse countries. So, the idea of diversity and differences is not new to anyone. In fact, it's part of who we all are. Even in your closest circle of friends, you'll find so many differences. Unfortunately though, sometimes people view it as something negative.

But imagine a world where everyone looked the same, dressed the same, and acted the same. Does that sound like fun? What would happen to us then? Often, it's the people who think different that invent new things, create progress, and move the world forward.

It's ok to notice differences between ourselves and others; it's how a human brain works. However, judging or excluding people for being different not only hurts others but also stops us in our own development, interferes with openness, stops us from trying new things and having new experiences.

In your PSA, talk about the importance of diversity and explore ways in which diversity can be celebrated. Encourage the audience to not only respect but enjoy diversity!



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Visit [www.cmchcc.org/psa](http://www.cmchcc.org/psa) for more information and to submit your PSA.

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