**Examples of Effective PSAs**

**Animals:**

* **Sarah McLachlan SPCA commercial (2:00):** <http://viewpure.com/crEEpGDtcL8?start=0&end=0>
* **Adopt a Pet PSA (2:12):** <http://viewpure.com/9c8hXjC_jtU?start=0&end=0>
* **Animal welfare (various videos):**  <http://viewpure.com/U_rA-djBEvc?start=0&end=0>
* **Animal Cruelty PSA (1:12):** <http://viewpure.com/pllPHFO3rCE?start=0&end=0>

**Environment:**

* **Global warming (1:04):** <http://viewpure.com/DP1upzy4RWE?start=0&end=0>

**Human Rights:**

* **Conflict diamonds (3:55)** <http://viewpure.com/1Nb3f5Ugzqk?start=0&end=0>
* **Anti-bullying PSA (4:08):** <http://viewpure.com/N9k1sAav4Tc?start=0&end=0>
* **Kids Playground Anti-Bullying video (1:58):**  <http://viewpure.com/-yRGGt7nJOM?start=0&end=0>
* **Pink - Perfect (AHMIR cover) - Anti-Bullying video (4:54):** <http://viewpure.com/gliHyklHr6c?start=0&end=0>
* **Children in Africa: HIV/AIDS PSA 2014 (2:57):** <http://viewpure.com/CjG1K6EA8IU?start=0&end=0>
* **Poverty in Africa (1:33):** <http://viewpure.com/nZwe2VFz2jw?start=0&end=0>
* **Child Labor in Gold Mines (1:34):** <http://viewpure.com/Pi5HzZ9ZgYk?start=0&end=0>
* **Child soldiers (1:50):** <http://viewpure.com/EcGBL7xRwIM?start=0&end=0>

