



Connecticut Paid Leave

OUTREACH & ENGAGEMENT COMMITTEE

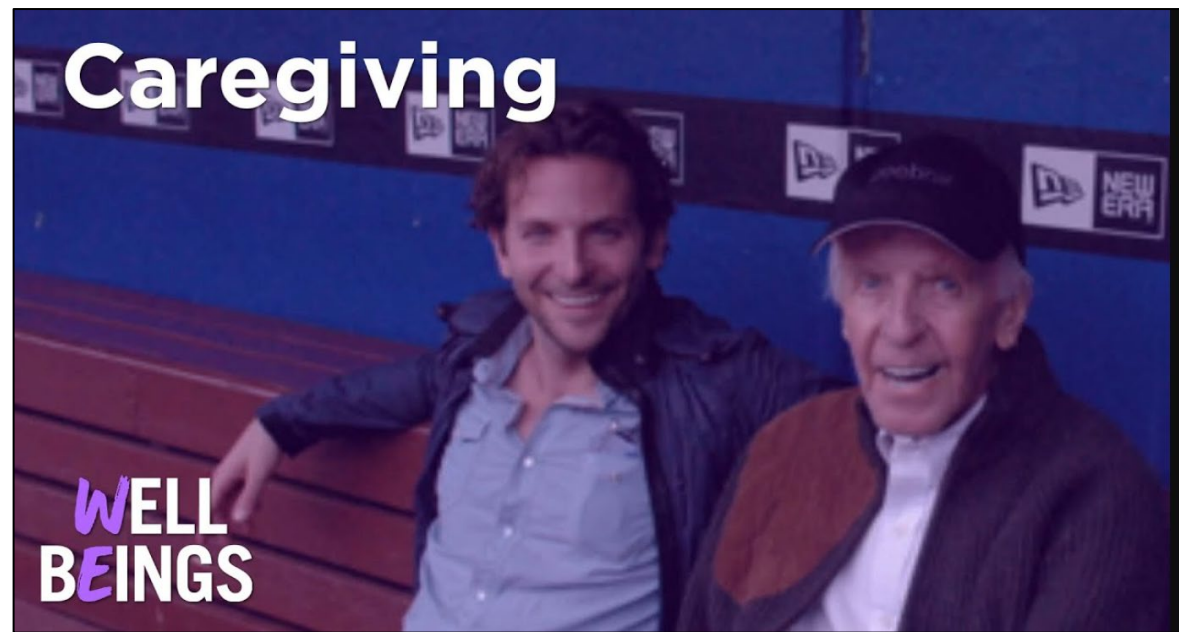
JANUARY 16, 2025

New creative



- New commercials will be put into rotation in March
- Female version focuses on caregiving, male version focuses on one's own serious health condition
- There is also a [Spanish caregiving version](#)

Caregiving Documentary Sponsorship



- Documentary produced by Bradley Cooper for PBS – will premiere on June 24, 2025 and will air 3x on CPTV and 3x on CPTV Spirit
- Sponsorship includes:
 - Localized CAREGIVING Landing Page on ctpublic.org (will launch in February) with banners, info on CT Paid Leave and link to our website
 - Commercials and extensive promotional spots on CPTV
 - Sponsorship recognition on air
 - Inclusion in screening event with sponsorship recognition,

[Bradley Cooper Executive Produces "Caregiving" | Coming to PBS in 2025](#)

CT Paid Leave Presentation — Town of Stonington



STONINGTON
— CONNECTICUT —

- CT Paid Leave will provide an educational presentation on how our program works for Town of Stonington employees per request from their union leadership
- This presentation is the result of a connection made at the CCM Conference in December