

LOOKING FOR:

Leaders to help recast Americans with disabilities as a capable, untapped talent pool

IT'S TIME TO #LOOKCLOSER

Americans with disabilities are twice as likely as others to live in poverty, a statistic strongly correlated with another reality: they are also twice as likely to be unemployed. This despite the fact that individuals with disabilities add value to companies across the country every day, offering employers creativity, loyalty, and grit, and helping them tap the \$400B+ domestic disability consumer market.

To address this longstanding issue, the National Organization on Disability has partnered with some of America's largest and most influential brands and influencers. Together, we have launched a national awareness campaign, called [Look Closer](#), to encourage hiring managers to consider this diverse, capable, and largely untapped talent pool and put more Americans with disabilities to work.

Visit www.nod.org/lookcloser for more info or contact Jesse Fryburg at fryburgj@nod.org

The campaign so far...

- Has reached more than 75 million people since launching in October 2018 in [Times Square](#)
- Aired more than 400,000 commercials on broadcast and digital TV platforms, as well as hundreds of spots on radio
- Been featured in print outlets like The Wall Street Journal, LA Times, and Chicago Tribune
- Campaign spokespeople include former Pennsylvania Governor Tom Ridge, actor Robert David Hall, as well as disability community activists

Campaign Powered by:

NOD

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