



MULTIMEDIA PERSONALITY PETE SCALIA LAUNCHES *PSNEVERGIVEUP*

#PSNeverGiveUp Multi-Platform “Movement” to Inspire, Entertain and Inform

After working as a morning news anchor and local TV personality for more than 15 years, **Pete Scalia** is putting his heart and soul into launching **PSNeverGiveUp** — a multimedia movement that utilizes a podcast and other digital media platforms to entertain, inform, and inspire others by sharing uplifting “Never Give Up” moments.

“Everyone has had at least one ‘Never Give Up’ moment in their life,” Pete says. “It could be mental, physical, emotional or spiritual. A moment that, when it seems all hope is lost, something just ‘clicks.’”

Pete was diagnosed with severe rheumatoid arthritis at age 30. Given his profession, he’s always considered it a *responsibility* to educate people about arthritis, and inspire others to **“Never Give Up!”** Having undergone several joint replacement surgeries and procedures, Pete and his wife Amy have been very open about the challenges of living with RA and their difficult journey to parenthood.

*“By sharing our personal journey,” Pete says, “living with severe RA, dealing with infertility issues, and my resulting surgeries and recoveries – on television, social media and speaking at local and national events – we realized that **NEVER GIVING UP** was a recurring theme,” he explains. “We wanted to find a way to utilize my talents and experience to inspire others – by not just sharing our story, but others’ as well.”*

That’s how the idea of **PSNeverGiveUp** came to be.

“**PSNeverGiveUp** begins with the Pete Scalia Never Give Up Podcast,” Pete explains, “but it will be so much more than just a podcast.”

The podcast will share incredible stories of people you might already know – and some you don’t – each of them with a “Never Give Up Moment” to share. These will be entertaining, enlightening and sometimes emotional conversations that will leave the listener feeling inspired – ending each episode with the tagline “P.S. Never Give Up.”

Engaging video will share sneak peeks, behind the scenes, live and exclusive content across all platforms. There will also be a **PSNeverGiveUp** blog keeping the audience up to date. **PSNeverGiveUp** will also incorporate music. “My entire life, music has played a central role,” says Pete. “In addition to inspiring musical guests, **PSNeverGiveUp** subscribers will have exclusive access to original music that I’m excited to share with everyone.”

There will be a **PSNeverGiveUp** shop where exclusive **PSNeverGiveUp** swag and merchandise will be available for purchase. “Every item in the shop will be carefully curated – even incorporating some fun items featuring designs by the #ScaliaPartyof5 kids.” Pete explains. “We want anyone and everyone to be able to wear and share the inspiring and meaningful messages behind **PSNeverGiveUp**.”

In the future, Pete and his wife Amy plan to launch the PS Never Give Up Foundation. After battling with infertility issues, largely related to Pete’s rheumatoid arthritis and subsequently prescribed biologic medicines, they became keenly aware of the need for education around fertility preservation options prior to beginning a new biologic therapy. “After sharing our story, we realized that we weren’t alone. Others began sharing their stories that inspired us and gave us hope, and they said us sharing our story did the same for them. Through the **PSNeverGiveUp** movement, and our future foundation, we hope to create a community with resources everyone needs to never give up.”

MORE ABOUT PETE SCALIA:

A consummate performer and entertainer, **Pete Scalia** has more than 25 years of professional multimedia experience – as a *morning news anchor*, *television host* and *public speaker*. He has also appeared in many corporate and commercial projects as an *on-camera spokesperson*, and has lent his *character voices* to a number of video games and animation projects. (He also does a mean “**Homer Simpson**” impression, which he used to woo his wife **Amy** on the night they met!)

Pete stepped away from broadcasting for a few years to tour as a *professional musician* – opening for classic rockers *Ted Nugent* and *Bad Company*, and playing keyboards for nationally touring funk artist *Freekbass* – produced by legendary Rock and Roll Hall of Fame artist *Bootsy Collins*. *Music* is still a *big* part of Pete’s life –

Working through the *challenges* and *deformities* brought on by his **RA**, **Pete** still writes, plays and sings music – including the annual **Arthritis Foundation Bone Bash** with his dad and their band ***Snidely Whiplash***.

Pete is actively involved in many *local* and *national Arthritis Foundation events*, serving as emcee of the first-ever *National Virtual Walk to Cure Arthritis* in 2020 and the annual *Conference of Champions “Evening of Honors”* in Baltimore, Maryland (2018) and Atlanta, Georgia (2019). Locally, **Pete** volunteers his time supporting numerous **Arthritis Foundation** events, including the *nationally-recognized Classic Auto Show and Cruise-In*.

Pete and his wife **Amy** (and their three children, *Lola*, *Sofia* and *Nico*) invite **YOU** to *join* the **#PSNeverGiveUp Movement!**