

E. B. Lane

Client: MDA, MDA-19

Length: 30 PSA

Title: "BEFORE THEY CAN RUN"

Date: 6/4/08

THIS ENTIRE COMMERCIAL WOULD MOVE IN REVERSE AND SLOW MOTION. IT WOULD ALSO BEGIN SLIGHTLY OUT OF FOCUS AND GROW STEADILY SHARPER AS THE DREAM FADES AND THE REALITY SETS IN.

SUPER:

BEFORE THEY CAN RUN,

THEY HAVE TO WALK.

BEFORE THEY CAN WALK,

WE HAVE TO HELP.

**MDA
HELPING JERRY'S KIDS**

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MUSIC UNDER:

OPEN ON NINE-YEAR-OLD GIRL RUNNING IN REVERSE.

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THE GIRL SLOWS TO A WALK IN REVERSE.

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IN REVERSE, THE GIRL SITS INTO A WHEELCHAIR.

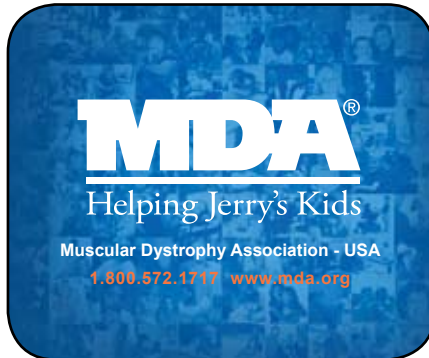
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THE WHEELCHAIR MOVES IN REVERSE. IT COMES TO A STOP IN SHARP FOCUS.

GIRL TURNS WHEELCHAIR TO CAMERA AND SMILES.

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ANNCR:

MDA.
Helping Jerry's Kids