

E. B. Lane

Client: MDA, MDA-21

Length: 30 PSA

Title: "CROSSING LIGHT"

Date: 6/4/08

WE OPEN AS A CHILD IN A WHEELCHAIR APPROACHES A BUSY INTERSECTION. CARS WIZ BY.

THE CAMERA CONTINUES TO MOVE OVER HIS HEAD ACROSS THE STREET GETTING TIGHTER

AND TIGHTER ON THE CROSSING LIGHT, REVEALING WHAT THE LIGHT REALLY SAYS.

LIGHT CHANGES TO READ "WALK".

SUPER:
MDA
HELPING JERRY'S KIDS

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MUSIC UNDER:

ANNCR:

Throughout the world, MDA is making bold inroads

and gaining greater understanding of muscular dystrophy.

With enough hope and help,

this light will change.

MDA.
Helping Jerry's Kids