

E. B. Lane

Client: MDA, MDA-22

Length: 30 PSA

Title: "TRANSFORMATION"

Date: 6/4/08

OPEN ON TEN-YEAR-OLD GIRL ROLLING INTO THE SHOT IN HER WHEELCHAIR.

CAMERA PUSHES IN TO THE WHEEL. AS WE WATCH, THE WHEEL BEGINS TO TRANSFORM

INTO THE WHEEL OF A BICYCLE. PULL BACK TO REVEAL THAT THE SAME GIRL IS NOW CAPABLE OF RIDING IT.

WITH A BIG SMILE AND THE WIND IN HER HAIR, SHE RIDES OFF.

SUPER:
MDA
HELPING JERRY'S KIDS

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MUSIC UNDER:

ANNCR:

Throughout the world, MDA in collaboration with the biotech and pharmaceutical industries

is making bold inroads and gaining a greater understanding of muscular dystrophy.

Together, we're providing the best and the brightest hope

for all of Jerry's Kids and their families.

MDA.
Helping Jerry's Kids