

MC433  
1 Hairpin Drive  
Edwardsville, Illinois  
BROADCAST DEPT.

CLIENT: Let's Move! Campaign  
TITLE: Let's Move!  
WRITER: Audrey Snow  
LENGTH: 30

**VIDEO** (Shot Times)

FADEUP ON:

1. BLACK SCREEN WITH WORDS  
"The physical and emotional health of an  
entire generation and the economic health  
and security of our nation is at stake."  
-First Lady Michelle Obama (:04)

DISSOLVE TO:

2. CU, HOME PLATE ON BASEBALL  
FIELD (:02)

3. BLACK SCREEN WITH WORDS  
Over the past three decades, childhood  
obesity rates in American have tripled  
(:03)

4. MS, EMPTY BASEBALL DUGOUT  
(:04)

5. BLACK SCREEN WITH WORDS  
Today, nearly one in three children in  
American are overweight or obese (:04)

6. MS, BASKETBALL HOOP (:04)

7. BLACK SCREEN WITH WORDS  
8 to 18-year old adolescents spend an  
average 7.5 hours a day using entertainment  
media (:04)

8. CU, BATS HANGING ON A WALL  
(:03)

9. BLACK SCREEN WITH WORDS AND  
LOGO  
Get up. Get out. Stay Active. (:03)

10. FADEOUT (:0.5)

**AUDIO** (TRT)

1. NARRATOR V/O OVER

INSTRUMENTAL MUSIC: I think we all  
need a pep talk. (:03)

2. (:06)

3. (:09)

4. (:13)

5. The world needs to stop being boring,  
yeah you. (:17)

6. Boring is easy! Everybody can be boring.  
But you're gooder than that. (:21)

7. Life is not a game people! Life isn't a  
cereal either. Well... it is a cereal. (:25)

8. And if life is a game, aren't we all on the  
same team? (:31)

