

CHILDHOOD OBESITY PREVENTION CAMPAIGN / WWW.SMALLSTEP.GOV  
9/30/08  
MUSIC: NEW ATTITUDE

VERNON DAVIS PSA - :15

<p><b>RZ:</b> Let's get out there and play!</p> <p><b>Davis:</b> That's right. I'm Vernon Davis of the 49ers</p> <p><b>Davis:</b> reminding you that being active is important. You don't have to be a pro to be healthy.</p> <p><b>Davis:</b> Learn how you can be a player at <a href="http://smallstep.gov">smallstep.gov</a>.</p> <p><b>Davis:</b> So get up and...</p> <p><b>Davis and RZ:</b> PLAY and hour a day</p>	<p><u>"NEW ATTITUDE" MUSIC</u></p> <p><b>GFX:</b> RZ (cartoon Referee on screen)</p> <p><b>GFX:</b> Player and RZ appear on screen together</p> <p><b>GFX:</b> Player framed on screen alone</p> <p><b>GFX:</b> <a href="http://www.SmallStep.gov">www.SmallStep.gov</a> URL appears</p> <p><b>GFX:</b> Player and RX share screen with url and logos</p>
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