

Radio Script

THE TOMBRAS GROUP

Client: NHTSA

Date: 1/10/05 Typed by: _____ Draft #: _____

Job No.: NHTS-15445

Page: _____ of: _____ PP _____

Description: :30 Radio - St. Patrick's Day

Proofed by: Writer _____ Date: _____ AE _____ Date: _____

Title: Limerick

Approved by: Client _____ Date: _____ AE _____ Date: _____

(HEAVY IRISH ACCENT. IRISH JIG MUSIC.)

Hi, this is Lucky the leprechaun. And I'm here to remind ye:
Don't depend on dumb luck this St. Patrick's Day. Designate
a sober driver. `Tis a serious a matter! I've written a limerick
to help ye remember. (CLEARS THROAT)

Here's a St. Patricky thing to do
Pick a driver who's sober so when it's all over
Your friends won't get broken in two.
(SNIFF!) Brings a tear to me eye.

Remember, friends don't let friends drive drunk. This mes-
sage brought to you by the U.S. Department of Transporta-
tion.