

The Upward Initiative

<p>Release: IMMEDIATE Length: 60 seconds Producer: AD Council, The Upward Initiative</p>	<p>Victoria Ernst, PR Associate victoriaernst@theupwardinitiative.com (800) 888-8888</p>
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"Together"

Visual (Images + Text)	Audio (Verbal + Aural)
<p>FADE IN:</p> <p>INT: NYC STUDIO APARTMENT BEDROOM - MORNING</p> <p>MS of the bedroom. We see an alarm clock turn from 6:59 a.m. to 7 a.m. A WOMAN in her mid-20s stretches up her arms and sits up from her bed. She speaks to herself and not directly at the camera.</p>	<p>Soft, inspiring music plays in the background.</p> <p>An alarm clock buzzes.</p> <p>WOMAN: "Another day..."</p>
<p>INT. SUBURBAN HOUSE BEDROOM - MORNING</p> <p>MS of the bedroom. We see a married couple. The WIFE is in the same sitting position as the woman from the previous scene. She opens the curtains to let in sunlight while speaking to herself.</p>	<p>Soft, inspiring music plays in the background.</p> <p>WIFE: "...Another opportunity..."</p>
<p>INT. FARMHOUSE BEDROOM - MORNING</p> <p>CU of an older FARMER'S face after he opens his curtains. He faces a window.</p> <p>CONTINUOUS- The camera switches to the FARMER'S first-person point of view. WS of the farm. We see a red barn, grassy pastures, wheat fields, and a field with trees along rolling hills.</p>	<p>Soft, inspiring music plays in the background.</p> <p>FARMER (V.O.): "...for change."</p>

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<p>INT. NYC STUDIO APARTMENT - LIVING SPACE - MORNING</p> <p>MS of the kitchen. We see coffee brewing into a disposable cup. The WOMAN looks at the cup as she speaks.</p> <p>CU of the WOMAN's hand. She switches the cup out with a reusable portable coffee mug.</p>	<p>Soft, inspiring music plays in the background.</p> <p>WOMAN: "There's always something..."</p>
<p>INT. SUBURBAN HOUSE - MORNING</p> <p>MS of the kitchen. The young daughter sits at the kitchen table while the WIFE packs her lunch for school.</p> <p>CONTINUOUS</p> <p>CU of the WIFE opening a kitchen drawer. We see reusable containers on one side and plastic disposable bags on the other. The WIFE moves her hand from over the disposable bags to the reusable containers.</p>	<p>Soft, inspiring music plays in the background.</p> <p>WIFE (V.O.): "...You can do..."</p>
<p>EXT. BARN - MORNING</p> <p>MS of different colored bins against the barn and a wheelbarrow of crop waste. The FARMER puts the crop waste into a compost bin, looking at the bins as he speaks.</p>	<p>Soft, inspiring music plays in the background.</p> <p>FARMER: "...to help our planet."</p>
<p>INT. NYC STUDIO APARTMENT - DAY</p> <p>WS of living space. We see the woman watering plants on her windowsill.</p> <p>CONTINUOUS</p> <p>CU of the WOMAN watering plants on her windowsill. She looks at the plants as she speaks.</p>	<p>Soft, inspiring music plays in the background.</p> <p>WOMAN: "It doesn't matter how little..."</p>

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<p>EXT. FARM - DAY</p> <p>CU of the FARMER kneeling at a tree stump as he finishes putting soil around the trunk. He steps back, and the camera zooms out with his motion. We see a 100-foot-tall tree. He speaks as he admires the size of tree.</p>	<p>Soft, inspiring music plays in the background.</p> <p>FARMER: "...or how big..."</p>
<p>EXT. SUBURBAN HOME - GARDEN - DAY</p> <p>MS of the WIFE stepping from her backdoor to her back deck. The camera switches to her first-person point of view. CONTINUOUS</p> <p>WS of her backyard. We see a flower garden on one side and a vegetable garden on the other, with a grass yard in between.</p>	<p>Soft, inspiring music plays in the background.</p> <p>WIFE (V.O.): "...or if it's somewhere in between."</p>
<p>EXT. FARM - DAY</p> <p>MS of the FARMER walking between rows of crops. He looks at the camera as he speaks.</p>	<p>Soft, inspiring music plays in the background.</p> <p>FARMER: "Conservation and environmental stewardship..."</p>
<p>EXT. NYC STUDIO APARTMENT - DAY</p> <p>WS of street below. We see gray-colored pollution from the cars and buses on the busy street below. CONTINUOUS</p> <p>The camera moves toward plants as the green leaves absorb the air pollution.</p>	<p>Soft, inspiring music plays in the background.</p> <p>WOMAN (V.O.): "...help increase carbon capture..."</p>
<p>EXT. SUBURBAN HOME - GARDEN - DAY</p>	<p>Soft, inspiring music plays in the background.</p>

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<p>CU of the WIFE inhaling while closing her eyes. CONTINUOUS WS of the backyard with the garden. All plants radiate a transparent green color. The WIFE looks at the camera from a distance as she speaks.</p>	<p>Exaggerated sound of the WIFE breathing in fresh air. WIFE: "...and reduce the effects of climate change."</p>
<p>INT. FARMHOUSE - EVENING MS of the living room. The FARMER watches the weather channel while reclining in a chair. He turns away from the T.V. to look at the camera as he speaks.</p>	<p>Background music stops. TV (softly): "We expect higher temperatures..." Farmer: "And believe me,..."</p>
<p>INT. SUBURBAN HOME - EVENING MS of the kitchen. The WIFE watches the same weather channel on her tablet as she chops vegetables for dinner. We can see the reusable container from earlier in the kitchen sink. She turns away from the tablet and looks to the camera as she speaks.</p>	<p>TV (softly): "...and severe weather..." WIFE: "Believe me,..."</p>
<p>INT. NYC STUDIO APARTMENT - DAY MS of the woman sitting on her couch. She is watching the same weather channel on the T.V. in front of her. She turns away from the T.V. to look at the camera as she speaks.</p>	<p>T.V. (softly): "...as climate change disrupts weather patterns." WOMAN: "Believe me,..."</p>
<p>INT. SUBURBAN HOME - EVENING INT. NYC STUDIO APARTMENT - EVENING INT. FARMHOUSE - EVENING CU of the WIFE's face, the WOMAN's face, and the FARMER's face. The screen is split in three parts. We see the WIFE,</p>	

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<p>the WOMAN, and the FARMER at the same time in each setting.</p>	<p>WOMAN, WIFE, and FARMER simultaneously: "...climate change doesn't discriminate."</p>
<p>EXT. NYC STREET - DAY</p> <p>MS of the WOMAN riding a bike down the street as cars drive past her. The portable coffee cup is in the cupholder on the handlebars. Other people are also riding bikes in the distance. The WOMAN looks at the camera as she speaks.</p>	<p>Soft, inspiring music returns in the background.</p> <p>WOMAN: "So do your part."</p>
<p>EXT. SUBURBAN HOME - DAY</p> <p>MS of the vegetable garden. The WIFE's husband is helping her put wire cages around the plants to protect them. She turns away from tending the garden to look at the camera as she speaks.</p>	<p>Soft, inspiring music plays in the background.</p> <p>WIFE: "And don't be afraid to ask for help if you need it."</p>
<p>EXT. BARN - DAY</p> <p>MS of the barn. We see a pickup truck with the Upward Initiative logo. Two team members from the Upward Initiative are on the roof of the barn installing solar panels. The FARMER gazes at them before turning to the camera to speak.</p>	<p>Soft, inspiring music plays in the background.</p> <p>FARMER: "We can help each other.."</p>
<p>EXT. NYC - DAY</p> <p>MS of the WOMAN riding the bike through Central Park, where there are lots of trees. She rides past city employees planting flowers. She looks away from the path and toward the camera as she speaks.</p>	<p>Soft, inspiring music plays in the background.</p> <p>WOMAN: "... to help save our planet."</p>
<p>EXT. SUBURBAN HOME - DAY EXT. NYC - DAY EXT. FARM - DAY</p>	<p>Soft, inspiring music plays in the background.</p>

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<p>MS of the WIFE with a shovel, looking at her vegetable garden. This setting occupies the one third of the screen.</p> <p>MS of the FARMER with a pitchfork, looking at the fields. This setting occupies the one third of the screen.</p> <p>MS of the WOMAN smelling flowers in central park. Her bike rests against a tree trunk. This setting occupies the one third of the screen.</p> <p>The WIFE, WOMAN, and the FARMER simultaneously look at the camera, each in their respective settings.</p>	<p>The WIFE, FARMER, and WOMAN, simultaneously: "Together."</p>
<p>SUPERIMPOSE - GRAPHIC</p> <p>Frosted Screen. "We can change, together" overlaid, followed by "The Upward Initiative" logo overlaid as well as the campaign website [solventblue.com/the-upward-initiative]. Ad Council logo shown below campaign information.</p> <p>FADE OUT.</p>	<p>Soft, inspiring music fades.</p>