



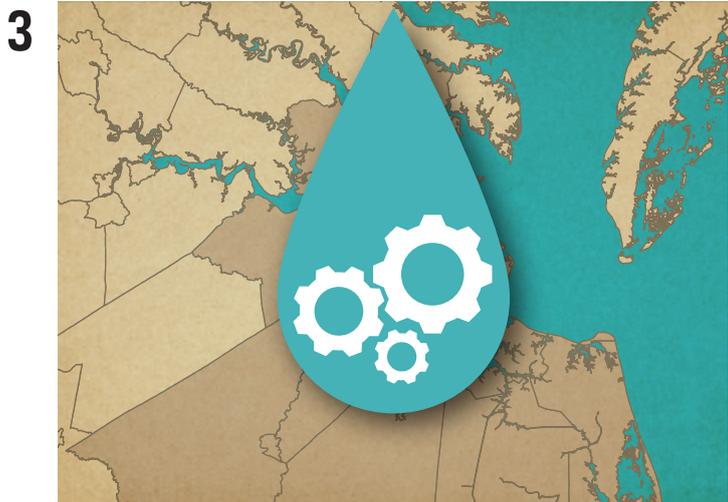
VO: In Hampton Roads, we live, work and play...

AD: Map fades up and markers appear one at a time following cues in VO.



VO:...surrounded by waterways and water systems that don't know local boundaries.

AD: The waterways fill with color.



VO: That's why we need to work together, protecting these valuable resources.

AD: The three markers merge in the middle, change color, and flip to form a water drop that expands to the top and pulls down a "shade" to reveal the main content.



D: Water dropfull pulls down a neutral background to allow the doughnut hole (numbered in red) content to be showcased.



VO: Don't just guess when it comes to fertilizing your lawn.

AD: The scene opens with an outdoor scene. The bag of fertilizer quickly fades up.



VO: By using a soil test kit first, you can...

AD: As the VO continues, the scene scrolls to the left and connecting line fades up. A clipboard and test tube pop up from the grass. The check boxes animate with a check and two "X"s.



VO: ...keep unnecessary fertilizer out of stormwater run-off,

AD: Continuing to scroll, the "No" symbol fades up and comes center to the scene. The middle line begins to extend to the outer edge as seen in the frame.



VO: which hurts our waterways, killing fish, crabs and oysters.

AD: The center line for the "No" symbol cuts the scene in half. The water, sand, and cloud quickly fade up. Fish swim in as the crab and oysters emerge from the sandy bottom. The bubbles from the fish's mouth lead out of the water creating the speech bubble. The text appears in the speech bubble.



AD: Drop comes from the top of screen and pulls down the same transition as before to reveal the regional map.



VO: Let's partner up and protect our region. And our resources.

AD: As the pull down reaches the bottom, we see the final call to action.



VO: Questions? Just askHRgreen.org.

AD: The message and map fade out and the final logo and legal information fade up and hold.