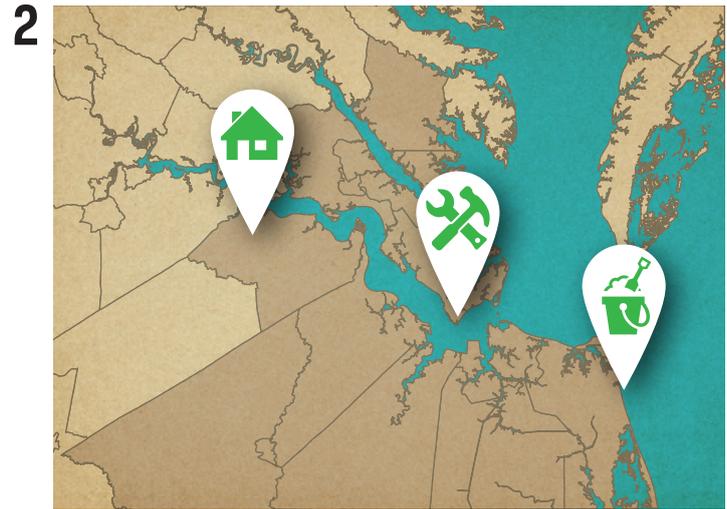




VO: In Hampton Roads, we live, work and play...

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: What can you do?

AD: A simple kitchen scene fades up over the craft paper background. Slow start to pan out from the scene after the question is read.



VO: Keep kitchen grease, food scraps, paper towels, disposable wipes, hygiene products...

AD: The scene starts to pull out from the kitchen and include the bathroom as the later items are named. As the items are named, the arrows and X's appear to emphasize where they need to go.



VO: ...and other trash out of all your household pipes. It can lead to blockages...

AD: As we pan out, we see offending items coming from off screen and the neighbors' houses. These items and water build up and create a blockage. The water color changes and as we continue to pan out, we see the scale of the damage.



VO: ...and overflows, which are costly and frustrating.

AD: We reach the full view and see the neighbors' reactions. We see the water overflowing and backing up in the sink and toilet in our cut-away house. The manhole cover wobbles under the gushing sewage making it's way into the street.

9



AD: A clean drop falls from the top of the screen and begins to pull down the background and transition to the closing sequence.

10



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.

11



VO: Questions? Just askHRgreen.org.

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