



COPY

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Job: Water Awareness Television Commercial
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SPRING 2016 :30 TV AD CAMPAIGN —WATER AWARENESS

1A. [WATER AWARENESS-INFRASTRUCTURE]

:12

ANNOUNCER: In Hampton Roads, we live, work and play surrounded by waterways that don't know local boundaries. That's why we need to work together, protecting these valuable resources.

:12 DOUGHNUT HOLE [WATER AWARENESS—INFRASTRUCTURE]

What do we get from the 6,500 miles of pipes in Hampton Roads? Our morning coffee, our showers... You get the picture. Water is life. Keep us healthy and support maintaining and improving our aging water infrastructure.

:06

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Let's partner up and protect our region. And its future. Questions? Just askHRgreen.org.

1B. [WATER AWARENESS-VALUE OF WATER]

:12

ANNOUNCER: In Hampton Roads, we live, work and play surrounded by waterways that don't know local boundaries. That's why we need to work together, protecting these valuable resources.

:12 DOUGHNUT HOLE [WATER AWARENESS-VALUE OF WATER]

Just how valuable? On average, a gallon of water costs less than one cent. Think about all the water you use in a day and then imagine what a day without it would cost you. Together, we can keep our water clean and reliable.

:06

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1C. [WATER AWARENESS-FIXING LEAKS]

:12

ANNOUNCER: In Hampton Roads, we live, work and play surrounded by waterways that don't know local boundaries. That's why we need to work together, protecting these valuable resources.

:12 DOUGHNUT HOLE [WATER AWARENESS-FIXING LEAKS]

What can you do? Find and fix the leaks in your house to save water and money. Even a slow dripping faucet can waste more than a thousand gallons a year!

:06

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