

TITLE: FOR AGE
MEDIUM/LENGTH: VIDEO/:30
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VISUAL: EXT. STREET – DAY

VISUAL: YOUNGER MAN (late 20s) walks his Golden Retriever as a MAN (60s) approaches his sedan.

YOUNGER
MAN: I'm also 'for age' and against 'ageism.'

MAN: Huh?

YOUNGER
MAN: 'Ageism' – you know, discrimination against those who are (bunny quotes) 'old.'
Or even 'young.'

MAN: (still confused) Um...

YOUNGER
MAN: Your license plate: 'For Age.'

VISUAL: The license plate reads: FORAGE

MAN: (the man snickers) It's pronounced: 'Forage' as in 'To search for food.'

YOUNGER
MAN: (looking a little embarrassed) Oh. I'm also for 'forage.'

VISUAL: The Golden Retriever BARKS in agreement.

YOUNGER
MAN: (indicating dog) So is Sparky.

VISUAL: The Younger Man and the Man can't help but chuckle.

ANNCR: (V.O.) Ageism is no laughing matter. Learn more at urltbd and hashtag: ForAge.

SUPER: #ForAge

TITLE: FOR AGE

MEDIUM/LENGTH: RADIO/:30

SFX: Ambient street SOUNDS. Bird WHISTLING once. A Golden Retriever pants a couple times.

YOUNGER

MAN: (20s) I'm also 'for age' and against 'ageism.'

MAN: (60s) Um...

YOUNGER

MAN: 'Ageism' – you know, discrimination against those who are (bunny quotes) 'old.' Or even 'young.'

MAN: (confused) Um...

YOUNGER

MAN: Your license plate reads: 'For Age.'

MAN: (the man snickers) It's pronounced: 'Forage' as in 'To search for food.'

YOUNGER

MAN: Oh. I'm also for 'forage.'

SFX: The Golden Retriever BARKS in agreement.

YOUNGER

MAN: (indicating dog) So is Sparky.

YOUNGER

MAN/MAN: (chuckling)

ANNCR: Ageism is no laughing matter. Learn more at urltbd and hashtag: ForAge.