

TITLE: THE GREATEST GIFT
MEDIUM/LENGTH: VIDEO
PAGE: 1 OF 4

VISUAL: EXT. COTTAGES – EVENING

VISUAL: In front of single-story, interconnected cottages, reads a sign: “Welcome to Granville Home for the Aged” with the sun setting.

SUPER: “The Greatest Gift”

VISUAL: INT. COTTAGE – BEDROOM

VISUAL: JAMES PORTER (early 80s) sits in a wheelchair studying his next chess move.

VISUAL: A TV remote sits within arm’s reach underneath a small Christmas tree that stands on an end table with unwrapped gifts – including a picture book – under the tree along with a paper turkey centerpiece, and a Chanukah menorah with all nine candles melted down.

VISUAL: James makes a move. Puts on his cap. Turns the chess board. Makes a move. Takes off his cap. Turns the board, contemplating his next move.

VISUAL: In one frame, two photos of his parents (Bob and Kate) – one younger and one older... and another frame of two photos of James and presumably his wife (Gloria) – one younger and one older.

VISUAL: LILI RANDOLPH (40s-50s) KNOCKS on his open door.

VISUAL: Her name badge reads: Lili Randolph “Executive Director, Granville Home for the Aged”

LILI: James, it’s time to go... ’home.’

VISUAL: She gestures up with her eyes.

JAMES: I’ve: ‘D-I-E – ?’

LILI: – physically... yes. (off his confused look) I have a special ‘talent.’

VISUAL: His eyes well up with tears. James lowers his eyes in shame.

JAMES: But I never did anything meaningful.

LILI: Oh, really?

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VISUAL: She grabs the TV remote. Punches in the numbers: 85122514

VISUAL: ON TV...

VISUAL: SERIES OF SHOTS:

VISUAL: James at VARIOUS AGES (early 20s, early 40s, early 60s) donating blood several times.

VISUAL: In-person: present-age James and Lili are watching the Younger Jameses give blood (like Scrooge watching his younger self with the Spirits).

LILI: (O.S.) Your blood donations helped several people...

VISUAL: SERIES OF SHOTS

VISUAL: Stock footage of PATIENTS of all ages and colors receiving blood donations...

LILI: (O.S.) ...accident and burn victims, heart surgery and organ transplant patients, those battling cancer – and even patients inflicted with sickle cell anemia. You even saved the life of a little girl, who had died, and your blood helped ‘resuscitate’ her.

VISUAL: James’s blood transfused into the arms of a number of patients of various ages, genders, and ethnicities...

VISUAL: ...including a LITTLE GIRL (5-7).

VISUAL: BACK IN HIS ROOM

LILI: That little girl grew up to become an executive director at a home for the aged.

VISUAL: Lili’s eyes well up. James realizes. Smiles. Chokes up with pride. James stands up quite easily in front of his obscured wheelchair.

JAMES: I’m ready now.

VISUAL: He looks back at himself.

VISUAL: We see over the shoulder of the back of his head while he “sleeps.” The “awake” version of James smiles. He looks down...

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VISUAL: ...both kings are in the forfeit position.

VISUAL: He turns and sees a MAN (80s), WOMAN (80s), WOMAN (70s).

JAMES: (softly) Dad, Mom, Gloria.

VISUAL: They nod and hug him.

VISUAL: Lili chokes up, waves at her tears.

VISUAL: They break off their hug and the four of them are now in their late thirties (wearing the same attire). Gloria takes James' hand.

VISUAL: Lili smiles, hand to her heart.

VISUAL: Practically out of nowhere, an angel DELLA (early 30s), KNOCKS on James' door. Light shines off her head in the shape of a halo.

LILI: This is Della. She'll escort you.

DELLA: James, you're a popular guy up there.

VISUAL: James beams with joy.

ANNCR: (V.O.) Not all angels have halos. Be an angel and donate blood every sixty days.

VISUAL: In a STARBURST FLASH EFFECT, his parents walk toward Della the Angel and STARBURST FLASH OUT... a moment later James and his wife Gloria do the same...

VISUAL: EXT. GARDEN – DAY

VISUAL: ...and materialize in a STARBURST FLASH – into a beautiful garden with Gloria holding James' hand, and his parents holding each other's hand... they are greeted by others in their late 30s – including, presumably, Gloria's parents.

SUPER: This PSA was sponsored by 7-Eleven. Oh Thank Heaven for 7-Eleven!

VISUAL: Lili smiles with a tear in her eye.

SUPER: [The Red Cross, Red Crescent and Red Crystal] [7-Eleven logo]

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SUPER: Everyone bleeds the same color – Red Cross Red!

MUSIC: A few MUSICAL NOTES that will become recognizable as representing the Red Cross in the same manner as the TONE for NBC.

SUPER: redcross.org/thegreatestgift 7-eleven.com #BloodDrive #BeAnAngel

TITLE: THE GREATEST GIFT
MEDIUM: ONLINE AD

Not All Angels Have Halos

[Photo: In what appears to be a family tree, late 70s JAMES PORTER's photo sits at the top of the "tree." Intravenous tube goes from his arm to eight people of various ages, genders and ethnicities below him. Those eight people then have an intravenous tube that goes from their arm to....]

Be an Angel and Donate Blood Every 60 Days

Blood donations are critical. You never know when you or a loved one may need to receive a blood transfusion.

If you're in good health, and you are at least 17 years old, you can donate blood supply, or 16 years old with parental/guardian consent, if allowed by state law. There is no upper age limit for blood donation as long as you are healthy with no restrictions or limitations to your activities.

Your blood donations help several people – including accident and burn victims, heart surgery and organ transplant patients, those battling cancer – and even patients inflicted with sickle cell anemia.

Be a hero – donate blood and save as many as 3 lives.

See the PSA short, *The Greatest Gift*. at, umm, redcross.org/thegreatestgift and theaters almost everywhere!! Don't forget the Kleenex®!

Donate by December 31, 2022 and you will receive a \$7.11 gift card courtesy of 7-Eleven via email. Make your appointment now.

The American National Red Cross®
[Within Signup Form: [Zip Code](#)] [Within Signup Form: [Make appointment](#)]

[Red Cross Red Crescent Red Crystal] [7-Eleven logo]

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redcross.org/thegreatestgift 7-eleven.com #BloodDrive #BeAnAngel

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LILI: – physically... yes.

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JAMES: But I never did anything meaningful.

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LILI: (O.S.) Your blood donations helped several people. You even saved the life of a little girl.

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Notes: *The Greatest Gift* touches on the themes of *It's a Wonderful Life* (which was based on a greeting card/short story “coincidentally” called, *The Greatest Gift*).

As of August 2021, I've volunteered as a Web Content Copywriter & Copy Editor for the American Red Cross, in which I also write PSA campaigns.

To date, the American Red Cross has greenlit five PSA campaigns I've written for production in 2022. I'll produce (with others) all five campaigns.

In 2022, I'm also set to direct, *The Greatest Gift* – for a national release.