

Donate Life Radio Ad (30 seconds)

The Fray's "How to Save a Life" melody playing in background (Instrumental version).

Doctor (man/woman in 40's): It took me 12 years of medical school to save a life.

Firefighter (man in 30's): ... 18 months at the firefighter academy

Army Cadet (man in early 20's):... 9 weeks of army boot camp

Lifeguard (woman in early 20's): ... 10 days of lifeguard training

CPR Certified Individual (middle-aged man): ...6 hours of CPR classes (*short pause*) to save a life

Firefighter: ...to save a life.

Army Cadet: ...to save a life.

Lifeguard: ...to save a life.

Girl (early 20's): It took me 2 minutes to save a life (*short pause*) by registering to be an organ donor at www.donatelifeillinois.org.

Announcer: Do you have 2 minutes to spare?.....There are over 100,000 people on the list waiting for your answer.

Lyrics: *Song melody fade in louder: "and I know how to save a life"song fade out*

**~Won 1st place in "Best New Ad" competition (audio category)
sponsored by Donate Life Illinois~**

****Note: I wrote but did not produce ad****

Donate Life Radio Ad (60 seconds)

Early 20's woman: "My Mom"

Middle-aged woman: "My sister"

Old man: "My daughter"

7-yr-old boy: "My teacher"

Middle-aged man: "My wife (short pause)... is a hero"

Early 20's woman: "A hero"

Middle-aged woman: "A hero"

Old man: "A hero"

(all 'heroes' should be repeated quickly after one another, like an echo)

7-yr-old boy (soft voice): "She's gone now, but her heart beats on"

16-yr-old girl: (continued seamlessly as one sentence): "in my big brother"

3-yr-old boy: "My Dad"

10-yr-old boy: "My baseball coach"

50-yr-old man: "My son (pause)...but—he was one of the lucky ones (pause)..."

5-yr-old girl: "My nana"

15-yr-old boy: "uncle"

Early 20's man: "little sister"

Early 30's woman: "husband (short pause)...needed a kidney"

5-yr-old girl: "a lung"

15-yr-old boy: "a heart"

Early 20's man: "a second chance (short pause)---but on the waiting list, she was number 4,000"

Early 30's woman: "52,000"

5-yr-old girl: "106, 000" (this number should be drug out slowly)

15-yr-old boy: “...(short pause) that second chance never came (pause)...”

Announcer: (spoken somewhat softly yet powerfully): “What if you could breathe your final breath into the life of another?”

Announcer: “Leave a legacy. Live on. Be an organ donor. (short pause)...Register online today at www.donatelifellinois.org”