

FOOD FOR LIFE

(television commercial screenplay
for Kootenay Country Store Cooperative)

by Galen Bullard

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BCTV
Nelson, BC

MUSIC: soothing yet up-beat.

1 EXT. – DAY

CAMERA PANS to follow a COUPLE riding bicycles along the waterfront bike path in golden morning light. The mountains rise up in the background.

SOUND EFFECTS: Birds singing (low in background).

VOICE-OVER (an intelligent, reassuring voice): “Because you are what you eat...”

RAPID DISSOLVE TO:

(0:05)

2 INT. – DAY

CAMERA TRACKS over bountiful stacks of colourful vegetables and fruits in the produce section.

VOICE-OVER: “...from breakfast to your midnight snack...”

RAPID DISSOLVE TO:

(0:10)

3 INT. – DAY

Happy customers carry baskets of groceries or push grocery carts in the aisles. A child picks up a package from an end-display and hands it to her mother, who puts it into their basket.

VOICE-OVER: “...choose something certified organic, local, or exotic.”

RAPID DISSOLVE TO:

(0:15)

A customer is served a sample by the staff at the deli counter.

VOICE-OVER: “From fresh to frozen: Food for life.”

RAPID DISSOLVE TO:

(0:18)

MEDIUM CLOSE UP as an older woman is given advice by the staff in the vitamin section.

VOICE-OVER: “Everything for your health.”

RAPID DISSOLVE TO:

(0:21)

4 INT. – DAY

CLOSE ON CASHIER as she smiles at a customer in front of the shiny, new computers at the check-outs. The cashier hands a bag of groceries to the customer.

VOICE-OVER: “The Kootenay Co-op. Serving the people of Nelson and area for over twenty years.”

RAPID DISSOLVE TO:

(0:26)

5 EXT. – DAY

The front of the co-op with mountains in the background. Customers come out the doors.

SUPERIMPOSE: Kootenay Co-op logo.

SOUND EFFECTS: Birds singing (low in background).

VOICE-OVER: “Shop at the co-op. Non-members welcome.”

(0:30)