

"Speed Shatters Life" Campaign

Public Service Announcement



"FAST 1" :30 seconds. Also available in :10 and :15 second versions.



Car's license plate. VO: clamor of the young driver and his passengers inside car. (SFX: loud music, sound of car accelerating)



VO: laughter, snatches of conversation, a cry of approval, "oh yeah..." (SFX: music picks up, driving sounds)



(SFX: sound of loud, pulsing music)



VO: from the back seat: "hey, faster, let's go." (SFX: engine accelerates, loud music, and sound of car gaining speed)



VO: laughter, "yeah...all right!" (SFX: music and driving sounds)



VO: in response to the car's increasing speed, an emphatic "Yes!" Laughter. (SFX: squealing tires, driving sounds)



VO: from the back seat, a girl's voice, "go for it..." (SFX: engine sound continues to build)



VO: shouts, cries of alarm. (SFX: screeching tires)



VO: shouts, screams. (SFX: crash)



VO: screams cut off (SFX: crash ends)



Announcer VO: "Speeding can give you a ride you'll never forget."

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