# CURRENT ppk_logo (2)

STUDIO: PPK

WRITER: Lauren

APPROVED:

V.O.:

## Florida Lottery 25 September 2017

##  “The Real Rush” — :30 ISCI: 19182

**RADIO**

*MUSIC: Desert, western soft music in background. Along with an Eagle cry.*

MINER ONE:

**Man, I’ve been out here day after day, digging. And no gold.**

*SFX: Shovel digging in gravel.*

MINER TWO:

**I know right. I agree. I’m about to giv-**

*SFX: Footsteps running on gravel.*

MINER THREE:

*[Interrupts, shouting]* **Hey! The local shop just got the new Gold Rush Classic Scratch-Offs!**

MINER ONE:

[surprised] **What?**

MINER THREE:

**Yeah, it says we can get over $2.2 billion in cash prizes!**

MINER TWO:

**Let’s go!**

*SFX: Shovels hit gravel. Followed by footsteps running.*

ANNCR:

**Find real riches with the new Gold Rush Classic Scratch-Offs from the Florida Lottery…**

**featuring over 80 million winning tickets!**

**The Florida Lottery. It’s your ticket.**

Voice (interjecting): **Claim it!**

**NOTES**

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##  “The Real Rush” — :30 ISCI: 19182

**RADIO**

**NOTES**

*MUSIC: Old Western Desert Music*

*SFX: Sighing from exhaustion, shovel digging on gravel.*

MINER ONE:

**Ouch!**

MINER TWO:

**What’s wrong?**

MINER ONE:

[Tired] **My hands are cramped from digging for gold all day. I don’t know if I can stand this anymore.**

*SFX: Murmur, commotion from father ahead.*

MINER ONE:

**What’s all that about?**

*SFX: Footsteps walking towards commotion.*

MINER THREE:

**I did it!**

*SFX: gasps, cheering.*

MINER ONE:

**You struck gold?**

MINER THREE:

**Even better, I just bought the New Gold Rush Classic Scratch-Offs at the local store.**

ANNCR:

**Find real riches with the new Gold Rush Classic Scratch-Offs from the Florida Lottery…**

**featuring over 2.2 billion in cash prizes!**

**The Florida Lottery. It’s your ticket.**

Voice (interjecting): **Claim it!**

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##  “The Real Rush” — :30 ISCI: 19182

**RADIO**

**NOTES**

*MUSIC: Old Western Desert Music*

*SFX: Wooden rocking chair*

OLD MAN:

**I remember it like it was yesterday.**

*SFX: Shovel digging gravel*

OLD MAN:

**They were all digging out in the California heat.**

 *SFX: Shovel digging gravel*

OLD MAN:

**They burnt their last drop of energy in hope of striking gold.**

*SFX: Rocking chair stops, silence*

OLD MAN:

**I would have been there too, but I found something better than gold.**

*SFX: Gets up from chair*

OLD MAN:

**I lucked out with the New Gold Rush Classic Scratch-Off from a local store!**

ANNCR:

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**The Florida Lottery. It’s your ticket.**

Voice (interjecting): **Claim it!**

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**RADIO**

**NOTES**

*MUSIC: Old Western Desert Music*

*SFX: Female humming, plates set on a table, front door cracking open.*

MAN:

**Honey! Stop what you’re doing, we need to celebrate!**

*SFX: Plates set down, quick footsteps*

WOMAN:

**What is it? Did you strike gold out in the mines?**

MAN:

**No, I’m done with the mines. I found something even better!**

WOMAN:

**What do you mean? Tell me! What is it?**

MAN:

**I lucked out with the New Gold Rush Classic Scratch-Off from the Florida Lottery! There are over 80 million winning tickets!**

ANNCR:

**Find real riches with the new Gold Rush Classic Scratch-Offs from the Florida Lottery…**

**featuring over 2.2 billion in cash prizes!**

**The Florida Lottery. It’s your ticket.**

Voice (interjecting): **Claim it!**