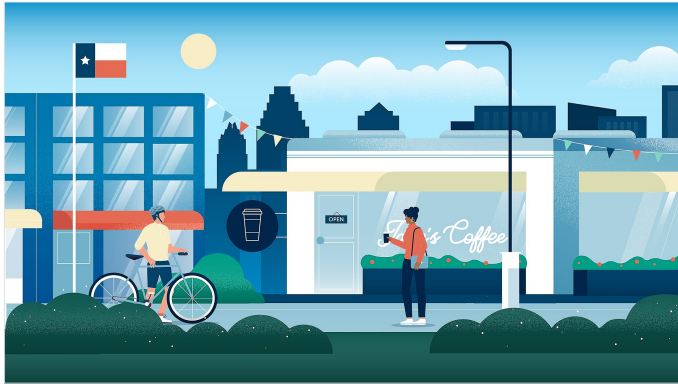
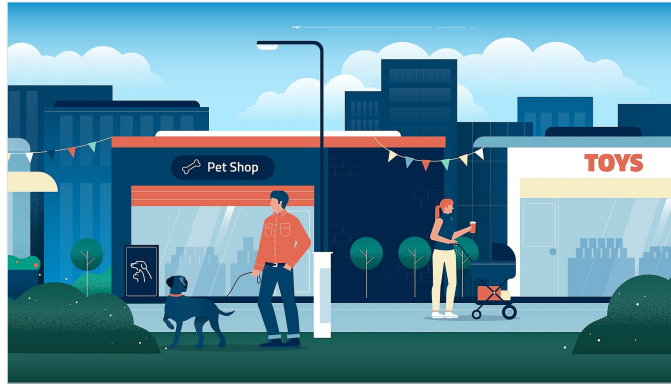




1

✂ We see a busy neighborhood with a small street connecting all the busy bustle. There's a coffee shop, a dog treat store, a toy store, a produce stand. We see a woman with a baby at the toy store, a man choosing veggies, and someone walking their dog.



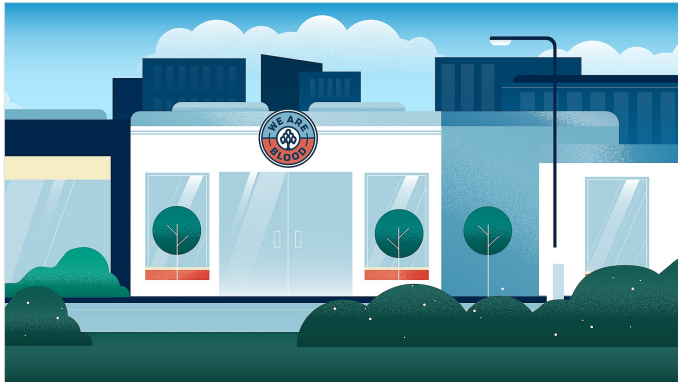
2

▶ As Central Texans,
✂ Cont.



3

▶ we're all connected
✂ Cont.



4

▶ But that connection runs even deeper
✂ Cont. & Highlight the street that connects them all.



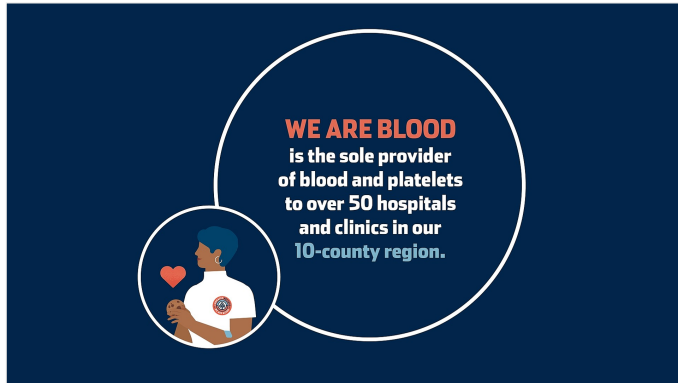
5

▶ when you donate blood.
✂ Follow the street and we see a person donating blood in a center.



6

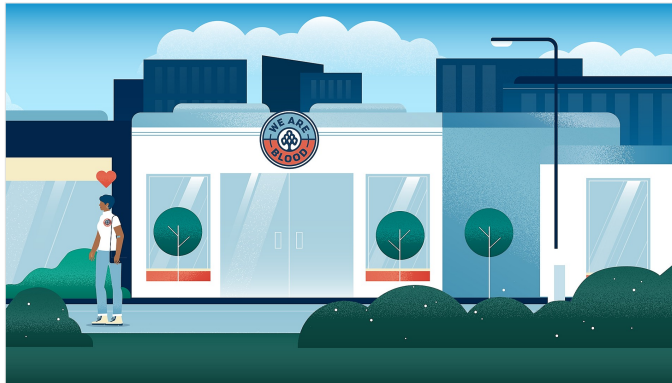
▶ As a donor, those 45 minutes and one pint can save multiple lives.
✂ Split the screen so we see the donator in the middle and then the heroes from the first frame around them.



7

- And because donations with We Are Blood stay local
- Push back in on the donator.

Text On Screen: We Are Blood is the sole provider of blood and platelets to over 50 hospitals and clinics in our 10-county region



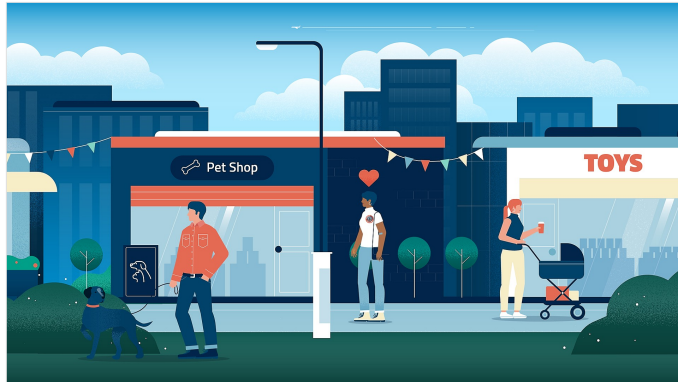
8

- The lives you save are those of your
- They walk through the neighborhood from the opening, passing the people they help.



9

- cont.



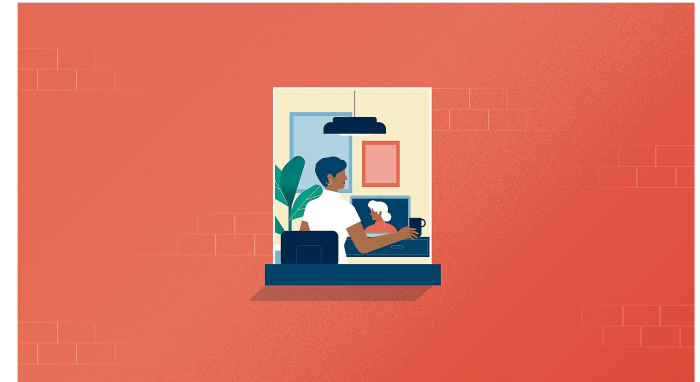
10

- cont.



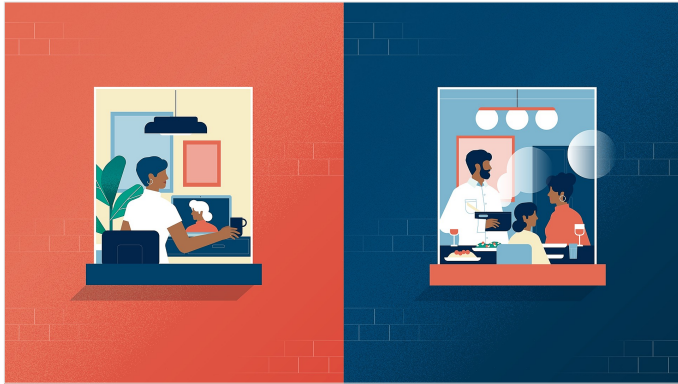
11

- cont.



12

- Family,



13

- Friends,
- Through the window of an apartment, we split again (so now, three panels). The man from the opening sets a beautiful meal on the table for his family made from the produce he picked up.



14

- And neighbors.
- And finally, split into a fourth panel. We look through another window to see the woman sitting on her floor and playing with her baby with the toy she bought in the opening.



15

- As our community grows, so does the need.
- Push out and show them all on a map of Central Texas, connected by many streets. It's dusk, Once established, add a couple new suburbs.



16

- Only 3% of us give now, but if more Central Texans donate, the greater the impact.
- Turn on lights in a handful of homes. Then turn on more and more lights.



17

- So make an appointment today!
- We Are Blood logo