

60 Seconds

FADE IN: A MALE TODDLER sings his "ABC Song" in class.

MALE TODDLER: (under V. O.): A, B, C, D, E, F, G...

ANNOUNCER (V.O.): You might not think getting work done on your home or apartment would have any effect on the way your child grows up.

MALE TODDLER: Now I know my ABC's, next time won't you sing with me.

ANNOUNCER (V.O.): But if it was built before 1978...

TEACHER (under V.O.): Spell "Glacier".

YOUNG BOY (under V.O.): Glacier...G-L-A-C-I-E-R.

ANNOUNCER (V.O.): ...renovations can spread lead paint dust that can be harmful to kids.

YOUNG BOY: Glacier.

ANNOUNCER (V.O.): That's why the EPA now requires that your contractor be Lead-Safe Certified.

SFX: APPLAUSE transitions to a CHEERING crowd at a football game.

SPORTS ANNOUNCER (under V.O.): He's on the 15. The 10...the 5...Touchdown!!

SFX: CHEERING transitions to "POMP AND CIRCUMSTANCE" at a college graduation. Names are read, followed by APPLAUSE.

PRINCIPAL (under V.O.): Madison Davis...Andrew Edwards...Erin Fernandez...

ANNOUNCER (V.O.): In children six and under, lead paint can cause everything from loss of IQ and motor skills, to behavior issues and severe learning disabilities. Disabilities that may not show up for years.

PRINCIPAL: Deshon Gains...

SFX: WHOOPS and HOLLERS from the audience.

ANNOUNCER (V.O.): Don't let lead paint take away your child's future before it even begins.

SFX: APPLAUSE ENDS, TAPE REWINDING (0:02)

MALE TODDLER (under V.O.): A, B, C, D, E, F, G...

ANNOUNCER (V.O.) (CONT'D): For a Lead-Safe Certified contractor in your area, visit WWW dot EPA dot gov forward slash get lead safe or call 1-800-424-LEAD.