

**movie and a
makeover**
SPEC TEMPLATE
"Almost Famous"

SPOTLIGHT ONLY SHOW

- D1 2:20 Mia and experts talk about Queen of Hearts and their "cardio kids" movement - what/when/how
- D2 :30 Mia solo Gold Bond Hand Sanitizer Moisturizer/ Chattem Spotlight

TRT PACKAGING: ____

SHOW TYPE: In-Studio

WARDROBE:

PROPS: Gold Bond Ultimate Hand Sanitizer Moisturizer; TBD
Cardio Kids props

TALENT: Mia Butler

EXPERTS: Katy Attebery and Carmen Perez, cofounders of
Cardio Kids

VOLUNTEER: none

SPONSOR: Chattem

D1 **2:20** Mia and experts talk about "cardio kids"

<p>Quick MMO graphic MIA ON CAMERA Sofa Area</p> <p>Super: Mia Butler</p> <p>Super Katy & Carmen</p> <p>B-roll of park/activities</p> <p>Lower third Head to qohf.org to start your own Cardio Kids Club</p> <p>MMO Background w/Gold Bond logo</p>	<p>MIA: (:15) Gaming used to mean kickball and tag in the front yard. Now, it means sitting on the couch with a controller, so getting your kids active is more difficult than ever.</p> <p>Katy and Carmen from the Queen of Hearts foundation are here to tell us how to get our kids out of the house and into healthy, active lifestyles.</p> <p>KATY/CARMEN: Hi Mia! So many people don't realize that heart disease is the leading cause of death for both women and men in the U.S., which means it's more important than ever to start healthy habits <i>early</i>.</p> <p>-What Cardio Kids is about</p> <p>-Quick List Outdoor activities</p> <ul style="list-style-type: none">• Hula hoop• Big ball toss• Obstacle course (segue) <p>-Quick List Indoor activities</p> <ul style="list-style-type: none">• Obstacle course• Head, Shoulders, Knees, & Toes• Turbo clean up/chores <p>MIA ON CAM: If you want your kids to ask "Mother may I go outside" head to qohf.org for more info.</p>
---	---

	<p>MIA VO: (:05) These engaging tips are brought to you by Gold Bond Ultimate Hand Sanitizer Moisturizer. Kills germs, loves your hands.</p>
--	---

D2 V2 :30 Mia solo **Gold Bond Hand Sanitizer Moisturizer/ Chattem Spotlight**

<p>Quick MMO graphic MIA ON CAMERA</p> <p>b-roll of kids playing b-roll of parents w/kids</p> <p>Mia on set At kitchen sink kiosk Or vanity table</p> <p>CU Product</p> <p>MMO background w/Gold Bond logo</p>	<p>MIA VO: (:35) We're all about healthy kids and that means getting them active, making Mr. Broccoli their friend, and keeping them safe from the viruses and bacteria they encounter everywhere they go.</p> <p>The best way to keep them from those nasty germs is with good hand hygiene. And now that's easier than ever with Gold Bond Ultimate Hand Sanitizer. It kills ninety-nine percent of harmful germs and contains seven hydrating moisturizers, so, unlike ordinary alcohol sanitizers, it doesn't strip away the protective lipids from your skin. Finally! Sanitizing and moisturizing in one application.</p> <p>MIA ON CAM: Healthy kids equal happy Mom and happy Mom equals happy home. Until next time, I'm Mia Butler. Stay beautiful.</p>
--	--