

Car Free Day 2013 Scripts

1. Shoes

Woman (musing to herself):

Car Free Days. September 20-22.

(Sigh.) I'll need to do something that won't mess up my hair. Spend way too much at the hairdresser already.

And nothing that would ruin my heels.

And egads! Don't want to break a sweat in public. Save that for the gym!

Ooh, but I could stand to buy a new outfit. Matching sneaks and a cute little cap. Hmmm, I could take the bus to the mall, and well, people DO walk the mall for exercise.

(pause) YES! That works!

Announcer:

Join millions leaving their cars at home September 20 -22 for Car Free Days. Bike, walk, telework, take transit or just drive less! Pledge at carFreeMetroDC.com and you'll be entered to win great prizes. Even if you're already car-free, you can still pledge.

Pledge at carFreeMetroDC.com or by calling 800.745.RIDE.

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2. Dream

Look around you – what do you see?

Now close your eyes. This is assuming you are not driving....

Think if instead of the norm...

(traffic sfx)

The streets were filled with

(sfx bike spokes, bird tweets, children laughing, etc.)

Join us in making DC peaceful for a day.

Nice.

Car Free Days. September 20-22. Yup, all weekend!

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3. Do It

Do it for yourself.

Do it for your kids.

Do it for peace and quiet,

Peace of mind,

Mental floss.

Air loss.

Health care.

Your spare. (tire of course!)

[getting more enthusiastic]

The environment at large.

The great OUT THERE.

You owe it to... you and yours.

Announcer:

Take a day or more on September 20 -22 for Car Free Days to drive less, or leave your car at home. It's great for the planet and it reduces traffic congestion. Take a bike, walk, train, or go it together. Pledge at carFreeMetroDC.com and you'll be entered to win great prizes. Even if you're already car-free, you can still pledge.

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