



CREATIVE

Client: Edmonton Dream Centre	Run Dates: TBA
Cart#: T177	Category: COM
Title: we do	Writer: Amy Hancock
Length: 30 seconds	Date Written: Jun 22/10
Stations: CJRY	Sales Rep: Les Toomey
Special Instructions: <i>Take time in the VO to take the read slow, deliberate, hit home. Female ANNCR</i>	

Music: slow

Maybe you don't even realize the levels of substance abuse, poverty, and desperation that happen in this city. Maybe you don't know about the mother's who have fallen into abuse or addiction, or both, and then some.

Music: start to fade out

You don't see their daily crisis. You don't see their children.

Music out

(cold voice) We do.

Music up: medium tempo, cheerful

The Edmonton Dream Centre is changing the lives of women who've hit rock bottom. But we need your support. Please donate at [Edmonton dream centre dot ca](http://EdmontonDreamCentre.ca) and click on the Canada Helps link. . . That's Ed-
monton dream centre dot ca.