

## APN LODGE COMMERCIAL SCRIPT

**Audience:** This is targeted to family members of addicts.

Woman doing voice-over as melancholy piano music plays. Music takes more uplifting tone for last part when APN is mentioned.

Timing (seconds)	Voice-over script	Possible scenes
3	You don't know where they are or when they'll come home.	3 different scenes of people waiting anxiously in their homes, looking out a window, checking a phone, trying to sleep, etc, worried, crying and anguished. People should represent all races and ages—parents, partners, spouses, etc.
2	Again. (Disappointed, pained tone)	
4	They promised you it wasn't going to happen...	
2	Again.	
2	But here you are...	
3	Waiting, worrying, scared...	
2	Again.	
3	Will they ever return?	
8	All Points North Lodge offers immersive therapy and transformative treatments to help get your loved-one off drugs and into a better state of mental health.	Therapy session scene, morphing into scene of walking on a path in the forest or on a mountainside.
3	Bring back the person you love...again.	2 people in tight, emotional embrace; feeling of relief and joy.