

National Kidney Foundation
:60 Radio Spot
“Fast Forward”

SFX: VCR tape whirring up and under

Character VO (Woman): This is the fast forward version of what it's like to have kidney disease. Are you ready?

This is where your doctor gives you the bad news. You're shocked. You think, "I feel fine."

Fast forward to the day you lose all your favorite foods. Ice cream. Eggs. Gone.

Fast forward to the day when it takes you twenty seconds to remember your last name.

Fast forward.

Now you need dialysis. To keep your job, you go on the machine six hours every night.

Fast forward to when you spend more time worrying about your kidneys than your kids.

Fast forward.

You hear that kidney transplants are almost one-hundred percent successful. You begin to hope.

Fast forward to the day you need a kidney transplant to stay alive. You – and thousands of other people in the country.

SFX: VCR tape whirring stops with a thunk

ANNCR VO: Want to help someone with kidney disease? Donate your used car to the National Kidney Foundation of Connecticut. Call 888-888-8888. It's simple. Tax deductible. And it helps us save lives. And while you're thinking about it, become an organ donor. Do your part today. Please.