

<b>Client</b>	OFFICE OF ROAD SAFETY
<b>Job number</b>	ROAD1137_rad_ETR_baby
<b>Product</b>	Enjoy the Ride - Launch
<b>Length</b>	30 sec
<b>Title</b>	Enjoy the Ride
<b>Date created</b>	20 January 2011
<b>Last revised</b>	3 March 2011

Radio	
<b>VERSION:</b>	BABY
<b>SFX:</b>	We hear a speeded up baby gurgling. It sounds strange and animalistic. It begins to slow down to a more natural pace after 10 seconds. By 15 or 20 seconds it sounds like a beautiful cute gurgling baby.
<b>VO:</b>	<p>When we live in fast-forward, we miss the details that make life so much richer.</p> <p>[The gurgling begins to slow down]</p> <p>But when we slow down, we have time to appreciate the simple things.</p> <p>The important things.</p> <p>Slow down and enjoy the ride.</p> <p>Search 'Enjoy The Ride' online.</p> <p>Authorised by the state government Perth.</p>

