



JAYGREY

Client Brand: For a Cure

Date Prepared: 11-May-12

Job Description: Stem Cells Radio

Job Number: [Click here to enter text.](#)

Length: 45"

Key Number: [Click here to enter text.](#)

This spot opens with a man talking through a voice synthesizer, like that of Professor Stephen Hawking.

*MVO 1: MY NAME IS DANIEL MASTERS.
AT 28, I WAS DIAGNOSED WITH MOTOR NEURON DISEASE.*

*AT FIRST, I HAD TROUBLE HOLDING THINGS.
THEN THE MUSCLES IN MY LEGS STOPPED WORKING.
I HAD TO USE A COMPUTER TO SPEAK.
I COULD NOT EVEN HUG MY DAUGHTER.*

BUT WITH STEM CELL RESEARCH...

His voice turns normal.

*...I MIGHT HAVE BEEN ABLE TO.
BECAUSE STEM CELL RESEARCH COULD HOLD THE KEY FOR CURES TO MY DISEASE AND MANY MORE.
NOW WE CAN GET STEM CELLS FROM NEARLY ALL LIVING TISSUE.
BUT WE NEED FUNDING FOR THE RESEARCH TO MAKE A REAL DIFFERENCE.*

OTHERWISE...

His voice becomes computerized again.

...PEOPLE LIKE ME ARE DESTINED TO REMAIN SICK AND SUFFER UNNECESSARILY. WHAT DO YOU THINK IS THE RIGHT THING TO DO?

*MVO 2: STEM CELL RESEARCH FOR A CURE FOUNDATION.
DONATE AT FORACURE.ORG.AU*

radio