CLIENT:	Thirsty Camel		
TITLE:	End of the world		
PRODUCT	End of the world	KEY	TCB0309
MEDIA	Radio 30sec	ON AIR	21 Dec
CREATIVE	ME, ATG	ACCOUNT	Rod
SCRIPT DATE	11-12-12	VERSION	To Air

MVO:

This is an important announcement from Thirsty Camel Bottleshops.

According to Mayan experts,

the world ends tomorrow.

An exact time wasn't specified.

Nor do we know if they factored in daylight savings.

But tomorrow, is global annihilation.

So here at Thirsty Camel

We ask you to drink responsibly tonight.

Because, the fact that you won't wake up feeling poorly tomorrow,

is no excuse

Thank you for your patronage at Thirsty Camel,

And keep humpin' until the very end.