



**Stand Out, Get Results**

*Anne Moss Rogers, Copywriter & Marketing Consultant*

**Client:** Central Baptist Hospital

**Media:** :60 Radio -Includes VO tag, About :45-:48 with :10-:12 tag

**Title:** Poetry in Motion

**ANNCR** (Voiceover with cadence):

This is Health Tip Poetry from Central Baptist Hospital. ...**How to Avoid**

**Osteoporosis...**The solution isn't surgery, nor is it prescriptions. It's not rocket science and definitely not difficult.

Osteoporosis isn't pretty and it sure isn't fun and one way to avoid it, is to simply run, run away from it.

Start with a decent pair of shoes-- then you can walk or you can jog. Your bones will become denser; your chances of disease becomes lesser.

You walk inside if it rains, outside if it's nice. Walk on a treadmill, on a sidewalk, in a park or on the pavement. On a beach, on a track, in a mall or on a mountain.

Walk in a group or on your own, in purple spotted shoes or high-dollar treads. Any way you want is dandy, but you're got to do it regularly. Don't wait till you're crooked. Do it now and beat the odds.

**TAG (about :12-:15):** To get a head start on beating osteoporosis, join us for the

Midsummer Night's Run, a 5k for runners and walkers of all fitness levels from hard core runners to stroller-pushing parents, savvy seniors to tart teens. *Insert dates and times here.*