

“Physical Activity. The Arthritis Pain Reliever.”

“Anthem”

:28/:32-second version (taggable)

(MUSIC: SLOW)

Woman: I have arthritis....

Man: I have arthritis

Woman: And the pain was bad.

(MUSIC: UPBEAT MUSIC UP)

Man: But I started to exercise.....

Woman: Because studies show that physical activity, the kind that gets your heart rate up...

Man: helps reduce arthritis pain. Thirty minutes a day at least five times a week....

Woman: Sometimes I do 30 minutes in a row, sometimes 10 minutes at a time..

Man: I bike, walk, swim, whatever activity I feel like doing.

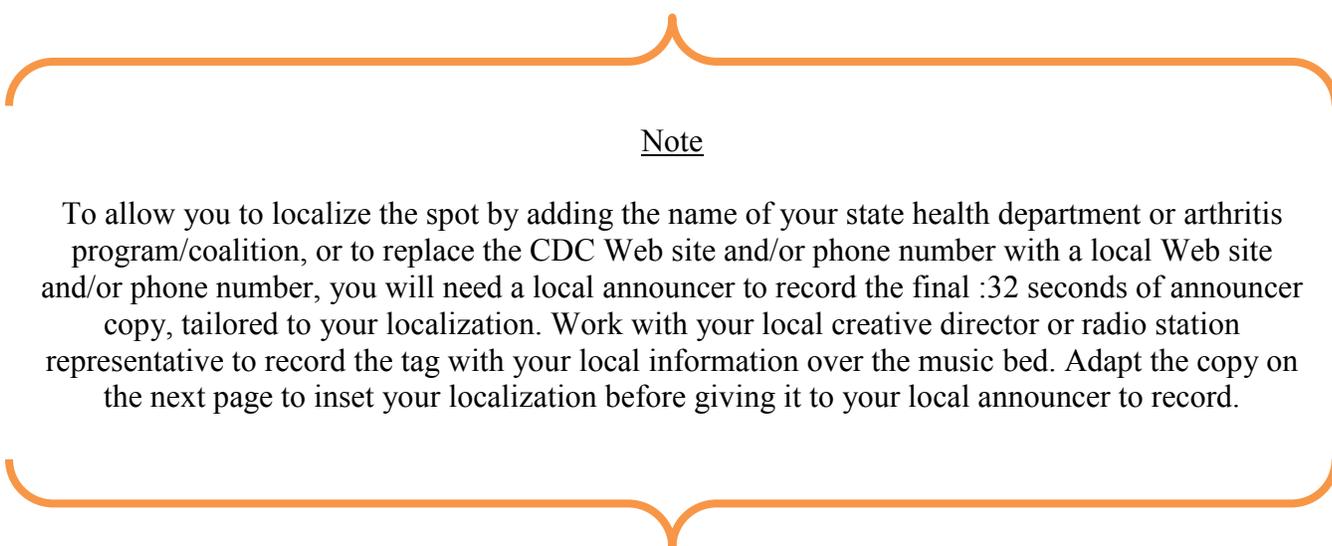
Woman: It makes a difference in just four to six weeks.

Man: Every morning my arthritis tells me to stay in bed.

Woman: Fortunately, I'm in charge.

MUSIC

TAG: (intentionally left blank)



Note

To allow you to localize the spot by adding the name of your state health department or arthritis program/coalition, or to replace the CDC Web site and/or phone number with a local Web site and/or phone number, you will need a local announcer to record the final :32 seconds of announcer copy, tailored to your localization. Work with your local creative director or radio station representative to record the tag with your local information over the music bed. Adapt the copy on the next page to inset your localization before giving it to your local announcer to record.

Announcer (Copy to be recorded by local announcer):

You can reduce your arthritis pain with moderate exercise five times a week. For more information visit CDC.gov/arthritis. {OR INSERT LOCAL WEB ADDRESS} Or call, 1- 800-CDC-INFO. That's 800-CDC-INFO {OR INSERT LOCAL TELEPHONE NUMBER}. "Physical Activity. The Arthritis Pain Reliever." A message from the Department of Health and Human Services and the Arthritis Foundation. {INSERT NAME OF YOUR HEALTH DEPARTMENT OR ARTHRITIS PROGRAM/COALITION HERE IF DESIRED}.