

“Physical Activity. The Arthritis Pain Reliever.”

“Anthem”

:05/:25-second version (taggable)

(MUSIC: UPBEAT MUSIC UP)

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

Woman: Fortunately, I’m in charge.

TAG: (intentionally left blank)



Note

This spot has room for a :25-second tag to be added to the end of the spot. 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 below 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 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 HEATH DEPARTMENT OR ARTHRITIS PROGRAM/COALITION HERE IF DESIRED}.