

Client: **USDA FNS**
Project: **SNAP National Media Campaign**
Format: **Radio (Paid) :60**
Title: **“Héroe”(“Hero”) (Hispanic audience)**
Date/Ver: **February 16, 2010 (As Recorded)**

This spot is about a mother and father who bring home extra food from the grocery store as a result of a family member who tells them about a program that helps people buy nutritious food. They too spread the word about SNAP.

SFX: *Auto que llega a casa, puertas que se abren y se cierran*

Car arriving at home, doors opening and closing

CHILD: ¡Abuelita, papi y mami han vuelto del supermercado! (3)

Grandma, Mommy and Daddy are back from the grocery store!

GRANDMOTHER: ¡Vaya, que cantidad de frutas y verduras! (3)

Wow, would you look at all those fruits and vegetables!

MOTHER: Sí, ¡qué bueno! Seguimos su consejo de informarnos acerca de SNAP y de sus beneficios para poder comprar todo tipo de alimentos, incluyendo frutas y verduras. Presentamos una solicitud a SNAP, y resulta que nos aprobaron. (12)

I know! Isn't it great? We took your suggestion to learn more about SNAP, and the benefits, so we could buy all sorts of foods, including fruits and vegetables. We applied for SNAP and it turns out we qualified!

MOTHER: Miguelito, ayúdame a poner en su sitio las naranjas, el brócoli, los frijoles... y mira lo que te compramos. (7)

Miguelito, help me put away the oranges, broccoli, beans... and look what we bought you.

CHILD: Fresas, ¡qué ricas! Gracias, mamá. (4)

Strawberries! My favorite! Thanks, Mom!

MALE ANNCR: SNAP es el nuevo nombre del Programa Federal de Cupones para Alimentos. Usted, o alguien que conoce, podría tener bajos ingresos y calificar para recibir asistencia nutricional. Llame al 1-800-221-5689. Repito, 1-800-221-5689. 1-800-221-5689. (21)

SNAP is the new name for the federal Food Stamp Program. You or someone you know may have low income and be eligible for nutrition assistance. To find out more, call 1-800-221-5689. That's 1-800-221-5689. 1-800-221-5689.

MALE ANNCR: SNAP. Alimentos saludables a su alcance. Un mensaje del Departamento de Agricultura de los Estados Unidos. (6)

SNAP. Putting healthy food within reach. A message from the U.S. Department of Agriculture.