

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

*This concept is about how you never know who receives SNAP benefits, and you might be eligible if you apply.*

**WOMAN #1:** Would you look at Margie; she looks amazing. (3.5)

**WOMAN #2:** Yes, she sure does. (1.5)

**WOMAN #1:** I wonder how she stays so fit. What's her secret? (3.5)

**WOMAN #2:** Well, she told me that SNAP helps her eat right; and she stays active, too. (4.5)

**WOMAN #1:** SNAP? What's SNAP? (1.5)

**WOMAN #2:** SNAP is the new name for the federal Food Stamp Program. (3)

**WOMAN #1:** Oh, I didn't know they helped people our age. (3)

**WOMAN #2:** SNAP helps lots of people.... (3)

**WOMAN #1:** Wait, you use it too? (2)

**WOMAN #2:** Yes, I do. Now that I'm retired and have a fixed income, SNAP is a big help. It helps me eat right when money's tight. (7)

**MALE ANNCR:** Use the SNAP card to buy all sorts of foods, including fruits and vegetables. If you or someone you know has low-income, call 1-800 221-5689 for a free information packet. That's 1-800 221-5689. 1-800-221-5689 (17)

**MALE ANNCR:** SNAP. Putting healthy food within reach. A message from the U.S. Department of Agriculture. (6)