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**U.S. Bancorp
American Red Cross**

"LIQUID GOLD: The Gift of Donating Blood"

Final Script

"LIQUID GOLD: The Gift of Donating Blood"

FADE IN:

1. A sequence of photographs of Mrs. Foglio:

- A closeup in front of pink shrubs.
- Dolores with her mother, who's seated on a bicycle.
- In an office, working with real estate clients.
- With her husband at a party; she's dressed in a gown.
- Holding her baby granddaughter and smiling.
- With her husband at the State Fair.
- Sitting with the family in the living room. They're all holding glasses of champagne.
- With her husband and three grandchildren seated on their laps.

DOLORES FOGLIO (VOICEOVER)

In 1979,

My mother developed acute leukemia.

She was dying.

She lived for two and a half years.

But it was a full life.

Her first grandchild was born.

We traveled.

Our family enjoyed the little day-to-day things.

Now, we cherish those times.

2. CONTINUE SEQUENCE OF PHOTOGRAPHS:

- In a hospital bed, wearing a robe. She has an IV, but looks quite healthy.

- In a hospital bed, wearing a bandana and holding a cake in the shape of a heart.

- A closeup of the cake. It reads, "Mom, our hearts beat for you."

Her leukemia was worsening, though ...
to the point where she needed a very
specific type of blood platelet.

A type so specific... the Red Cross told
us there were only a few people in
the city donating it.

They were keeping my mother alive.
And every day, our family prayed that
they would continue.

dissolve to:

2. INTERIOR. ST. VINCENT HOSPITAL. TRAUMA UNIT.

a) Dolores Foglio, wearing a green "scrub suit," rubber gloves, and a stethoscope around her neck, walks to the foreground of the Trauma Unit. Complex instruments, IV poles, hospital bed -- the accoutrements of an Emergency Room -- are visible in the background. Dolores looks directly to the camera and speaks.

SUPER: DOLORES FOGLIO, R.N.

DOLORES: (on camera)

I'm an Emergency Room nurse.

Yet there was nothing I could do
to help my mother live longer.

But a blood donor,
A total stranger with a generous
heart -- could.
My mother called that blood "liquid gold."

Today, even with all our medical advances,
there's still no substitute for human blood.

Yet these same advances,
especially chemotherapy,
create more and more uses for donated blood,
so the need for it keeps increasing.

cut to:

3. INTERIOR. RED CROSS BUILDING. BLOOD DONOR AREA.

A wide shot, showing the room and a number of people donating blood.

DOLORES: (VOICEOVER)

Today, when you donate a pint of
blood ...
It's used to help as many as six people.

cut to:

4. INTERIOR. RED CROSS BUILDING. LABORATORY

a) A closeup of vials of blood spun around in a centrifuge.

That's because we now know how to
break it down into its components ...
which go to different people,

undergoing different treatments.

- b) Pan across bottles labeled "Red Cells," "White Cells," "Platelets," and "Plasma."

Donated blood is sent right away to local hospitals... and put to use immediately:

cut to:

5. EXTERIOR. HOSPITAL HELIPAD.

A helicopter lands; a patient is brought out on a stretcher.

For emergencies.

cut to:

6. INTERIOR. OPERATING ROOM.

Doctors' faces, wearing surgical masks, looking downward.

For surgery.

cut to:

7. INTERIOR. ST. VINCENT HOSPITAL. ONCOLOGY WARD.

A patient receiving some kind of blood-product treatment.

For hospitalized cancer and leukemia patients.

cut to:

8. EXTERIOR. A BUSY STREET.

a) Crowds of people walk past.

And outpatients ...

Those hemophiliacs and chemotherapy patients whose lives today can be made longer and fuller through donated blood.

cut to:

9. INTERIOR. ONCOLOGY WARD.

a) Dolores checks an IV level, looks at a chart she's holding, then turns to the camera.

DOLORES: (on camera)
Every day, I see donated

blood saving lives.

Just yesterday, a 21-year-old woman was rushed to the Emergency Room after a car accident.

She took eight pints of blood.

This morning, eight people woke up and went to work or school ... and never realized that their blood had kept someone alive.

You know, most people say they give blood for selfish reasons ... because it makes them feel good.

But, really, giving blood is the most unselfish, most generous way of sharing your life and your good health.

And it's deeply appreciated.

Not just by the patients, but by their families, and everyone who cares about them.

slow dissolve to:

10. PHOTOGRAPH/SPECIAL EFFECT.

- a) The closeup photograph of Mrs. Foglio from Scene 1.
- b) SUPERIMPOSE the outline of the bottle of plasma from Scene 4.

DOLORES: (VOICEOVER)
My mother called donated blood
"Liquid Gold."

c) SPECIAL EFFECT

The bottle appears to be full of "liquid gold" -- shimmery, glimmery, twinkling, vibrant and full of life.

It does hold the magic of life ...
And there's nothing more precious than
you can give.
(pause)

So please, give.

FADE OUT