

Final Draft 7 Demo

"Cradle to Grave"

by  
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A :30 Anti-Smoking Commercial

Final Draft 7 Demo  
Draft 2  
2/18/10

*CLASSY VINTAGE LOUIS ARMSTRONG MUSIC PLAYS OVER THE AD,  
GIVING IT A MACABRE TONE. (ANY PUNCHLINE IDEAS?)*

INT. MATERNITY WARD - DAY

A new MOTHER (29) holds her NEWBORN GIRL (0) in the hospital bed. Her HUSBAND (31) stands nearby. As they cradle the infant, the Mother sticks a cigarette in its mouth. The proud Father lights it with a smile.

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INT. LIVING ROOM - NIGHT

An INFANT (6 mos) lies on a blanket, shaking a rattle. A smoldering cigarette hangs from his lips.

EXT. PARK - DAY

A jogging MOM (25) pushes the stroller along as the BABY (8 mos) inside puffs away.

INT. BEDROOM - DAY

A cute BABY BOY (8 mos) plays with a lighter, chewing on it.

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INT. CAR - NIGHT

A cute little BABY GIRL (9 mos) snores in her car seat as her cigarette falls from her mouth.

INT. KITCHEN - DAY

A BABY BOY (11 mos) bounces in his colorful activity cradle with a grin. And a lit cigarette.

INT. CRIB - NIGHT

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An INFANT GIRL (1) cries in her crib. Her MOM (28) comes in with a lit cigarette to teethe on. The infant coos.

SIGOURNEY WEAVER (67) narrates the punchline.

NARRATOR (O.S.)  
Don't start this early.  
Don't start.