



TV Copy

Client: Kansas Lottery

Project: Early Bird/HMR

Job #: 19-6851

Title: "The Carolers" (0:30)

Date: 7/18/19

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"The Carolers" – Part #1 (Early Bird)

FRONT DOOR. Doorbell rings.

ANNCR: Kansas Lottery's Holiday Millionaire Raffle is just around the corner and some folks are getting pumped...a little early.

WOMAN opens the door. Carolers, dressed in winter clothes, stand on her lawn. It's nice and sunny out. They SING to the tune of JINGLE BELLS.

CAROLERS: Dashing through the leaves / jackets feel so nice / fall is coming soon / get drenched in pumpkin spice! / Oh! Pumpkin spice, pumpkin spice / it goes in everything / coffee, ice cream, scented candles / pumpkin spice is all.

WOMAN stands in shock. One of the carolers hands her a MILLIONAIRE RAFFLE TICKET.

ANNCR: Early bird drawings give you more chances to win big. Only limited tickets are out there, so time to get festive Kansas! Within reason.

One of the CAROLERS makes snow angels in the grass.

SUPER: Early Bird Drawing – Sunday, 9/29 - \$25,000

LOGO: Kansas Lottery. Dream bigger. Gambling problem? Call 1-800-522-4700.

“The Carolers” – Part #2 (Early Bird)

FRONT DOOR. Doorbell rings.

ANNCR: Kansas Lottery’s Holiday Millionaire Raffle is just around the corner and some folks are getting pumped ...a little early.

WOMAN opens the door. Carolers, dressed in winter clothes, stand on her lawn. Halloween decorations abound. They SING to the tune of JOY TO THE WORLD.

CAROLERS: Joy to your porch / this pumpkin’s dead / you carved its mighty head! / You gave him eyes / Threw out his guts/ and gave him a silly face/ oh such a silly face / Let’s hope some kids don’t smash him up.

WOMAN stands in shock. One of the carolers hands her a MILLIONAIRE RAFFLE TICKET.

ANNCR: Early bird drawings give you more chances to win big. Only limited tickets are out there, so time to get festive Kansas! Within reason.

One of the CAROLERS makes snow angels in a pile of candy.

SUPER: Early Bird Drawing – Sunday, 10/27 - \$30,000

LOGO: Kansas Lottery. Dream bigger. Gambling problem? Call 1-800-522-4700.

"The Carolers" – Part #3 (Early Bird)

FRONT DOOR. Doorbell rings.

ANNCR: Kansas Lottery's Holiday Millionaire Raffle is just around the corner and some folks are getting pumped ...a little early.

WOMAN opens the door. Carolers, dressed in winter clothes, stand on her lawn, holding turkey legs. They SING to the tune of O CHRISTMAS TREE.

CAROLERS: O Turkey Day, O Turkey Day/ Gobble, Gobble, Gob-ble / We'll stuff our faces all day long / With stretchy pants, you can't go wrong / O Turkey Day, O Turkey Day/ We think it's time to take a nap.

WOMAN stands in shock. One of the carolers hands her a MILLIONAIRE RAFFLE TICKET.

ANNCR: Early bird drawings give you more chances to win big. Only limited tickets are out there, so time to get festive Kansas! Within reason.

One of the Carolers makes snow angels in a pile of leaves.

SUPER: Early Bird Drawing – Sunday, 11/24 - \$40,000

LOGO: Kansas Lottery. Dream bigger. Gambling problem? Call 1-800-522-4700.

"The Carolers" – Part #4 (HMR)

FRONT DOOR. Doorbell rings.

ANNCR: It's the best time of the year. Kansas Lottery's Holiday Millionaire Raffle is on its way and folks are counting the days. Eagerly.

WOMAN opens the door. Carolers stand on her lawn. They SING to the tune of 12 Days of Christmas.

CAROLERS: On the last day of Raffle / The Lottery gave to me / the best odds to win a million.

An awkward pause. WOMAN stares.

CAROLERS: That's a million dollars (12) / that's a lot of a money (11) / a million smackaroones (10) / mucho dinero (9) / makin' it rain (8)/ all the Benjamins (7)...

One of the Carolers shuffles money over the others. Another hands the WOMAN a Raffle ticket.

ANNCR: With a limited amount of tickets, Holiday Millionaire Raffle is your best chance for cash in your stocking. So make like a reindeer and take flight to your nearest retailer!

CAROLERS: What ya gonna buy? (6) / BUY ALL THE THINGS (5) / Like a brand new car (4) / or new socks! (3) / maybe dream bigger? (2) / it's the best odds to win a million! (1)

LOGO: Kansas Lottery. Dream bigger. Gambling problem? Call 1-800-522-4700.