



**DATE:** 9/6/18  
**CLIENT:** Cox PA “Dress for Success” PSA #8  
**TITLE:** Princesses and dreams  
**LENGTH** :30

<u>VIDEO:</u>	<u>AUDIO:</u>
<p>Little girl playing “princess dress up” in mirror w/dress and tiara</p> <p>Mom looking into room, smiling, buttoning denim shirt Little girl looking at mom Mom finishes dressing/opening door</p> <p>CUT TO Well dressed professional woman opening a door. Shaking hands with woman at dress for success. Getting help with resume.</p> <p>outside of building, on phone, speaking</p> <p>Mom (older), on phone</p> <p>Woman’s hand thumbing through “Threads” book</p> <p>End board Graphic Directional info List 4 affiliates: DC, Richmond, River Valley, Hampton Roads</p>	<p>VO: My mom taught me that with hard work, I could be anything I wanted. I dreamed of being a princess.</p> <p>Now, I’ve got bigger dreams.</p> <p>Every woman has a story. And at Dress for Success those stories weave through our lives.</p> <p>SOT: “Mom, I got the job!”</p> <p>SOT: “My princess!”</p> <p>It starts with a suit, but these threads make a more connected world.</p> <p>Some little girls grow up wanting to be a princess. But sometimes, being a fairy godmother is even better.</p> <p>Donate at Dress for Success-dot-org.</p> <p>85 words</p>

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