



# Where the Money Grows!!

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**ART:** Fletch is seen with his Mom and Dad at the dinner table in conversation

**COPY:** Fletch is asking his Dad “Dad can I get a new bike”. His Dad says to Fletch “Now Fletch you know we need money to buy a bike and money doesn’t grow on trees, we have to save up before we can buy you a bike”.

**ART:** Some time later Fletch is seen scooting into his parent’s bedroom, poking his face into his Dad’s awakening face.

**COPY:** Fletch, excitedly, says “Dad today you promised to take me to buy a new bike.” Mr. Ferguson responds “OK, OK, but first we need to go to the bank”.

**ART:** Fletch is seen day dreaming with a vision of many bikes, with sale tags on them, in the bank lobby. His father is in his pajamas, getting out of bed.

**COPY:** Fletch says “Dad why are we going to the bank?” “Do they sell bikes there?” Mr. Ferguson replies, “No, but that is where the money grows! We need money to buy you a bike”.

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**ART: Fletch looks back down on the counter – he blinks. In the screen is an image of a wide-eyed, young woman.**

**COPY: “Hello Fletch”, my name is Ms. Money, what’s your name” says the image in the screen. Fletch speaks “Ah, Ah...Fletch. What are you doing here?”. “I’m here to tell you the story of where the money grows”, Ms. Money says.**

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**ART: Money is being transferred from the vault to the ATM machine. Ms. Money is seen laughing as the teller places stacks of money into her “belly”.**

**COPY: Ms. Money says “Fletch, your dad can take the money from me whenever he needs it to buy things for you. Even when the bank is closed”.**

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**ART: Fletch is seen thinking of the five (5) \$20 bills that dad took out of Ms. Money, and the six (6) \$20 bills that is the price of the bike. Ms. Money is shown whispering into Fletch’s ear.**

**COPY: “The numbers on the tag is the amount of money that mom and dad will pay to buy the bike. Since dad did not take out enough money from me at the bank he will pay by using his bank card”.**