

TOUR DE CURE SHOOTING SCRIPT, rev.

This script was created for the American Diabetes Association as a guide for images and content points to be included in the ADA recruitment video to encourage riders and support for the Tour de Cure. I also structured and wrote the narration for the video.

“THE RIDE OF A LIFETIME”

OPENING Scenes of people training and getting ready. This takes place in the days before the Tour de Cure begins.

VISUALS:

Early morning, the road awaits. Music creates a sense of anticipation. We see quick low angle shots of an empty bike path, an empty bike lane, an empty suburban road, an empty country road, an empty bike store. Then the music shifts to a powerful, dynamic theme. We see the same scenes but now busy, with cyclists whizzing by. Cool looking kids, vibrant young men and women, some middle aged. Some wearing racing stripes, others in shorts and tees.

As we see these images we hear the “inside the helmet” thoughts of men and women, such as:

- *Am I up to the challenge?*
- *How far I can go?*
- *I know it will be a great ride.*
- *I love the sun on my face and the wind through my hair.*
- *I got my friends to ride, too.*
- *It's so cool, and I'm raising money for a good cause.*

The scene continues as cyclists pass by smiling, excited, out for fun, exercise and the joy of biking. In a bike store, a salesperson helps a family choose bikes and pick out gear. Cars pass through traffic, bikes mounted on the roof or on back. Determined bike riders slice through town traffic. Other cyclists on cool bikes pass by in cool sunglasses and racing jerseys. We may see shots of cyclists checking, realigning and tightening gears, brakes and seats.

Intercut with these shots are short on camera interviews with men and women of different nationalities and ethnic groups. They make comments such as:

- *I know some people will go the whole distance, like 100 miles. But it's not about the miles. It's about something much bigger.*

- *I just got this bike for the Tour, and I want to see what it can do.*
- *I live with diabetes everyday. That's why I love the Tour. Cause I really believe we can lick this disease.*
- *It's something we can do together as a family. We're all looking forward to riding together.*
- *How far can you go? How far do you want to go? It's up to you.*
- *The whole deal is having fun and helping others at the same time.*

After a training ride, a young woman comes home wearing her Tour de Cure cycling jersey. We hear her thoughts as she logs on to www.diabetes.org and clicks on the Tour de Cure page. She says something like,

- *I've been looking forward to this for weeks. You know, they make it so easy to raise money; anyone can do it. It's simple, fun and they even give you online tools to make your own web page. Hey, I even emailed my stuff to my friends and family. I used the simple online tools to make my own web page with a photo of me on the bike and emailed to my friends and family—it only took a few minutes! Maybe add: Look I just got another donation!(maybe too much)*

We see her personal webpage with photos of her on a bike and call for donations. Followed by other people's web pages with images from past Tours de Cure.

THE TOUR DE CURE The day begins with scenes of volunteers making ready and cyclists arriving, registering and launching their ride.

VISUALS:

Early morning, volunteers set up flags and tables and signs. Registration lines form. As people arrive, we see happy, shining faces excited about the challenge ahead. There will be music, lots of color and the colorful. Cool shots of bikes and riders. The gathering becomes a mighty crowd

As we see these images we hear the words of the Narrator:

It's about the joy of biking. A way to have fun and keep fit. And help fight diabetes. Some are solo; others part of a team; weekend warriors and seasoned pros. And soon they will all join together to ride in one of the greatest cycling events of the year, the Tour de Cure.

The serious cyclists appear first, those ready for the Century ride, then the Half Century. Casual riders will travel shorter distances. We see all manner of bikes: mountain and BMX, road and hybrids, commuter and cruiser, tandem and recumbent.

As these images play out, we hear “inside the helmet” comments, such as:

- *I love being here with my family and friends*
- *It's so much fun to ride as a team*
- *It's such an wonderful way to raise money*
- *Diabetes is no joke. But we can all pull together and ride.*
- *A lot of my co-workers are here too.*

We see seasoned athletes and pleasure riders; all races and nationalities; women and men, joined together for a great cause. Some are older, others not yet adults. Families and corporate teams. Team Schwab passes out their tee shirts to team members. Other teams are there too: BMS, Gold's Gym and TIAA-CREF. People begin to line the roadways, ready to cheer the riders. Food and water stations are stocked and readied.

Some people stop and tell us on camera why they ride:

- *Riding together is how we stay fit. The Tour is a great way to teach the kids about having fun, helping others and staying healthy.*
- *I love being here with all these people. It makes me feel good to be part of something like the Tour.*
- *I've lived with diabetes for 30 years. Biking keeps me healthy and keeps the disease under control.*
- *I started riding in the Tour de Cure to lose some weight and stay fit but the fun of the event keeps me coming back every year.*
- *I'm healthy, but my dad has diabetes. That's why I'm here, to support him.*
- *I've been diagnosed - that's why I'm here, and why my family is too. Staying fit can help us keep diabetes at bay.*

The ride begins. Smiling faces, shots of hands, feet, hair flying by. Telephoto shots of cyclists coming around a bend; close up wide angle shots of determined faces; low angle views of bikes whizzing by. Teams pass, all wearing the same jersey. And some solo riders sport cool jerseys and tees from other Tours.

As we see these images we hear the words of the Narrator:

Millions of Americans live with a deadly disease: Diabetes. And the numbers are growing. That's why thousands of men, women and kids come out every year to raise money and ride in the Tour de Cure. It's fun and easy. And a great way to be there, supporting those who need our help.

We follow cyclists through wine country and horse country. Through beautiful rural valleys, orchards; horses play in a field, cows calmly watch as cyclists speed by.

As the cyclists ride by the beautiful scenery, we hear their thoughts:

- *This time out, I'm doing 10 more miles than before.*
- *There are so many people affected by diabetes—I ride to support them and their fight to stay healthy.*
- *Last year I raised \$400 and this year I hope to double it.*

We see bikers at rest centers taking a break; some wear their ADA red wristbands. One has a flat tire and pumps it back into service. Others eat lunch and re-hydrate. One checks their glucose meter; another enjoys a meal and then uses their insulin pump.

Several stop and talk to us on camera:

- *As a person living with diabetes, it's so moving to see how many people care.*
- *Everyone who rides today is helping fund the search for a cure. You know, Tour de Cure.*
- *I don't have diabetes, but being part of the Tour is the best thing I've ever done.*
- *I ride for the bravest girl I know, my daughter.*

CLOSE At the finish line there's exuberance and celebration.

VISUALS

At the end of the day, they've met the challenge; beating back the miles and raising money for a great cause. We'll be there when the ride is over. Be part of the celebration. See the happy faces and the joy of just doing it. A sense of accomplishment.

As we see these images we hear the words of the Narrator:

Each of us knows someone who lives with diabetes. But how often do we have the opportunity to reach out and help? Every day, someone new is diagnosed. The need is critical. We need your help. Join thousands of your fellow Americans who ride in the Tour de Cure. It's easy. And fun. And the chance to make a real difference in the lives of people.

The group photos. The hugs, cheers and excitement. People cheer, whoop and wave. Deep, personal moments. The thrill of being part of something larger than yourself. Everyone happy, celebrating, exuberant. Smiling happy faces. Bikes raised in victory. How sweet it is.

Over these images, we hear these thoughts on camera and voice over:

- *It's a wonderful opportunity to have a great time and help someone in need.*
- *It's easy.*
- *And fun.*
- *And something to be proud of.*
- *You'll remember it forever.*
- *Join us. Ride with us.*
- *Ride in the Tour de Cure.*
- *It'll be the ride of a lifetime.*

The music builds, images come faster and faster until they blend into the Tour Logo and we see the words on the screen:

Join the Tour de Cure. Find out more. Visit our website at www.diabetes.org.

And then,

Brought to you by the American Diabetes Association.