

AFTER THE RAIN

:30 Television

Client: Clinch Valley Medical Center

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VIDEO	AUDIO
<p><i>A young boy sits outside on a covered porch, absentmindedly playing with a small red ball. There is a steady rain. He keeps glancing to his left, down the street.</i></p>	<p>Our cancer care is so advanced it's offered by only a few cancer centers in the world. To some people, that's very important.</p>
<p><i>The rain stops. The ball (close-up) bounces, forgotten, down the front steps.</i></p>	<p>But to most of us, what's important is that more cancers can now be cured.</p>
<p><i>A man steps away from the passenger seat of a car that has pulled to the curb. The boy races down the stairs and across the lawn to his father's embrace.</i></p>	<p>That more people are sent home healthy. And isn't that what really matters?</p>
<p><i>(graphic)</i> Clinch Valley Medical Center <i>(logo)</i> Richlands, Virginia (276) 596-6000</p>	<p>World class cancer care, right here in Richlands.</p>

Note to voice talent:

Richlands is pronounced like it's two words: RICH lands, with emphasis on "rich." Do not say "Richlunds" or "Richlins." Feel free to call us at (276) 596-6006 if you'd like to hear it from a native!