

Not voice over sounding--someone people can relate to. No sell in the voice. Not slick, but believable and likeable. Emotional storyline, do not feel the need to rush this :30 spot.

What if your choice today wasn't paper or plastic?

What if it was food or heat?

One in five American children faces hunger because of decisions like this.

Their families simply don't have enough money to pay bills and buy food.

You can help.

Call 800-FEED-KIDS or visit FeedingChildrenBetter.org.

Hunger.

A choice no one should have to make.