

The Great Clean Water Challenge

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The Great Clean Water Challenge Video

All is black. Slowly, the sun comes up over the tiny planet spinning in space.

The NARRATOR's voice, (James Earl Jones style) deep and dramatic fills the void.

NARRATOR

The earth. It has been called the little blue planet - in honor of large bodies of water that make up her surface.

A dramatic sunset drops behind lapping ocean waves. We cut to water streaming up from a water fountain. CLOSE UP of JOSE'S face as he takes a drink. His ipod earbuds are in his ears and he hums along to an unheard song.

We pull back to see he is dressed in running gear, with a Nalgene water bottle strapped to his waist. He finishes his drink, wipes his brow and continues jogging.

NARRATOR (CONT'D)

In fact, three fourths of the earth's surface is water. Water is everywhere and in all living things. It's hard to believe there could ever be a shortage, but there's only so much fresh water available. That's why we have to protect it.

Jose stops cold. He pulls out his earbuds and looks around.

JOSE

Who's out there?

NARRATOR

Wait a minute...can you hear me?

JOSE

Yeah, I can hear you. Can I help you with something?

NARRATOR

Actually, I want to help you.

JOSE

With what?

NARRATOR

I want to tell you about something really important.

JOSE

Let her rip.

NARRATOR

Did you know that the human body is more than sixty percent water?

JOSE

Freaky.

NARRATOR

The truth is, all water is connected, no matter where it is or in what form. And any drop anywhere in the world may one day be a part of you or me.

JOSE

Really?

NARRATOR

Absolutely. So, what happens to water happens to us.

JOSE

And your point is?

NARRATOR

What you do matters.

JOSE

I know. That's why I use a Nalgene bottle instead of disposable bottles. And turn the water off while I'm brushing my teeth. I'm totally green, dude.

NARRATOR

That's excellent. But I want to talk to you about going blue.

JOSE

But I'm not blue...I'm totally happy!

NARRATOR

Not that kind of blue. I'm talking about blue like a healthy ocean, like a clean, clear sky.

JOSE

Oh, I get it. Blue is the new green. But you're preaching to the choir. I'm already 'blue'. I recycle.

NARRATOR

That's admirable. But you might be surprised at how much even you impact water during the course of a normal day.

JOSE

That sounds like a challenge.

NARRATOR

That's a great idea! Let's make it a challenge. A Clean Water Challenge.

JOSE

Uh-oh. What did I just get myself into?

NARRATOR

We'll follow you around for a day and see exactly how you impact water from the time you get up to the time you go to bed.

JOSE

Challenge on! I am so gonna show you how water wise I am!

NARRATOR

Alright. Before we get you started, there are some things you should know about water.

JOSE

OK. Tell me.

NARRATOR

I'll do better than that. I'll show you, first hand.

JOSE

How you gonna do that?

NARRATOR

Simple. I'll transform you into a water drop and take you on a tour of the water cycle.

JOSE

Excuse me?

NARRATOR

You're two thirds water, right? So this should work for you too.

JOSE

Oh, right. Like you could actually -

NARRATOR

(ignoring him)

The water cycle begins with evaporation -

Jose begins to disappear just like the water.

JOSE (V.O.)

Hey, what's happening? I can barely see myself! I'm totally see-through!

NARRATOR

Glad you like that.

(the 4-D transformation begins as the narrator explains the water cycle)

We fly from a glistening body of water to the red hot rays of the sun. (A heat lamp turns on, emanating heat into the room.

CLOSE UP on waves of heat rising from a hot surface.

NARRATOR (CONT'D)

Evaporation happens after it rains. You might notice a puddle on the ground, right?

JOSE

Sure.

NARRATOR

When the sun comes out the puddle disappears.

JOSE (V.O.)

Wait..where does it go?

NARRATOR

It becomes water vapor - which is invisible gas that rises up into the atmosphere.

Suddenly the room starts rising. We see the water, then up past trees and into the sky.

JOSE (V.O.)

Awesome!

NARRATOR

Not only that, water evaporates off the surface of the ocean all the time. Okay. The next part of the cycle is called Condensation which happens when cool air reaches higher altitudes forming clouds.

Condensation and clouds forming -as cool air is blown into room

NARRATOR (CONT'D)

When clouds and cool air meet over land, droplets form in the clouds which become rain, snow, sleet or hail that falls back down on the land or in the ocean. This is called precipitation. And the process repeats over and over.

Precipitation (as a mister sprays water vapor and the room drops back down to starting position).

NARRATOR (CONT'D)

After that, the process repeats over and over again.
Okay...are you ready?

JOSE (V.O.)

For what?

NARRATOR

You're about to experience the ride of your life!

JOSE (V.O.)

It's not a roller coaster, is it? I hate roller -

NARRATOR

Don't worry. It's nothing like that. You're about to experience first hand some of the spectacular water habitats of the world.

(We travel to various watersheds and realms of the water drop)

We see a whooshing waterfall.

JOSE (V.O.)

Whoaaaa! Woooooohoooo!

NARRATOR

Did you like that?

JOSE (V.O.)

That was pretty cool, but do ya think you could you give me something a little more low key?

NARRATOR

No problem.

We see a drop of rain caught in a spiders web.

JOSE (V.O.)

Surfing the web without a computer- I like it!

NARRATOR

How about a little R and R?

We mosey over to a lazy river. From under the water, we see a fishing lure land awaiting a bite.

JOSE (V.O.)

Looks like a great day for fishin'. But I'm kinda thirsty.

NARRATOR

You're not the only one.

JOSE (V.O.)

Whoa! I'm being swallowed by a fish! You're supposed to go for the bait, fish-dude! Not *me*!

NARRATOR

Alright. Let's check out where water that falls in a city usually ends up.

Insert image(s) of creepy places that water ends up.

JOSE (V.O.)

Oooh. Look I'm shiny. What's that gunk?

NARRATOR

Oil, and runoff, from cars mostly.

JOSE

Eew! Is it me that smells so bad?

NARRATOR

'Fraid so.

JOSE

Can we go back to someplace nicer?

NARRATOR

That's exactly what this Clean Water Challenge is all about! Is this better?

We see a glass of water in a persons hand.

JOSE (V.O.)

Oh yeah! A refreshing glass of ...

The person takes a drink.

JOSE (V.O.)(CONT'D)

No... wait! I was just...Gross!
That can't be good.

NARRATOR

Well, water does get treated before it comes out of the tap. But you're right. It's still the same water, getting recycled again and again and again.

JOSE (V.O.)

I get it. Boy, do I get it. So the water we drink and shower in, the water that makes up two thirds of our body, is the same water that's in all those other places - even the nasty places?

NARRATOR

Exactly.

JOSE (V.O.)

So, keeping water healthy really keeps us healthy.

NARRATOR

Now you've got it. Are you ready to take the Challenge?

JOSE

Before I go anywhere else with you...who are you, anyway?

NARRATOR

I thought you already knew. I'm the narrator.

JOSE

I don't think it's fair that you get to zap me into a drop and toss me through that whole water cycle thingy and I don't even get to meet you.

NARRATOR

That's just not how it works.

JOSE

Who says? I mean, can't you just materialize for a minute.

NARRATOR

I suppose I could try.

the Narrator semi-materializes.

NARRATOR (CONT'D)

Sorry. That's the best I can do.

JOSE

That's cool. I appreciate it. Nice silhouette, dude.

NARRATOR

Ahem. Anyway, let's get this party started, shall we?

JOSE (V.O.)

You bet!

NARRATOR

OK. Here's what you're gonna do: You are going on a mission to see how you impact water and how water is used all around you. And since what happens to water happens to us, we bring along an impact chart that keep track of what's happening to the water we're made of.

JOSE (V.O.)

Game on!

(Narrator will describe what will happen throughout the rest of the truck for the visitors)

NARRATOR

Well? What are you waiting for? Grab one of those Impact Charts and let's begin the rest of the adventure.

JOSE (V.O.)
Check you later, mister Narrator!