

FOOD DESERT

Written By
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Stomachs grumble.

WOMAN
Come on baby, just a little
further.

An arid, Sun scorched desert stretches boundlessly in every direction. A WOMAN carries her YOUNGEST CHILD in her arms. A SECOND OLDER CHILD follows on foot close behind.

OLDER CHILD (WALKING)
You said that yesterday.

WOMAN
(Said to herself as much as
to anyone else.)
I know.

YOUNGER CHILD (CARRIED)
(Pointing over one of the
woman's shoulders)
What's that?

A MIRAGE breaks up the endless horizon - yet is unidentifiable; blurred by the heat coming off the sand. A whistle breaks through the desert wind.

VOICE
Over here!

OLDER CHILD (WALKING)
Mom?

The woman examines the distance. What choice exists?

WOMAN
This way, baby.

The family moves off toward the blur in the distance. A new perspective on the scene illustrates just how far off the family is traveling in this new direction.

Step by step the family moves closer and closer until the three arrive - and stand close enough for camera to read the emotion on the mother's face.

The YOUNGER CHILD in her arms turns to see - an instant smile appears over the child's face.

The mother walks forward into the lush green of an OASIS. A friendly face in LOGO'D APPAREL greets her from off to one

WAREHOUSE WORKER
Welcome to your food bank.

3 INT. FOOD BANK WAREHOUSE

3

The OASIS expands into an immense WAREHOUSE full of food.

The YOUNGER CHILD pinches the mother's shoulder...

YOUNGER CHILD (CARRIED)
Is it real?

Through a mouthful of food, the older child verifies.

OLDER CHILD (WALKING)
(Thru a manageable mouthful)
It's real!

The WAREHOUSE WORKER presents a CANVAS BAG embroidered with the FOOD BANK LOGO facing front.

WAREHOUSE WORKER
Let's get you stocked up.

The CANVAS BAG exchanges hands from food bank to mother.

4 EXT. FOOD BANK BUILDING - DAY

4

The family of three exit the food bank, each with food to carry - and food to eat.

As the mother lifts a bag of groceries from the youngest child's arms to place in the family car...

MOTHER
You know, when you can't believe something is real - you're supposed to pinch yourself.

YOUNGER CHILD
I know, but you couldn't believe it either.

A wink and hint of a smile from the mother sends the kiddo into the fully stocked car.

As the woman climbs into the driver's seat, she pauses and holds the gaze of the warehouse worker who's still at the door to see her safely off.

On screen appears the food bank's logo and the words 'Hope is real. So is help.' The prominent 'call-to-action of the day' follows immediately.

Like what you see?

Do you feel your organization would benefit from
the comprehensive, strategic development of
your own narratively driven brand film?

If you do!

Your journey starts here!