

Client: IMAGES USA/ Countrywide
Project: :60 second Radio
Date: August 8, 2005
Title: “Trust Factor”

Approx. Time: 50 seconds

Spoken word, with a background of jazz with heavy saxophones and horns (spoken word type music). The words are spoken passionately and contemplatively with emphasis and lingers in the appropriate places for impact.

Woman: Finally, I can trust. Open my mind to see.
 Countrywide and me, a team of
 endless possibilities.
 To do it is a must.
 Today *is* someday
 To break from the captivity
 Of not owning *something*.
 All mine with a key that shines new
 And unlocks the door to
 A place, a space with equity
 A dream come true for me and me alone
 Or a family...
 Someday.
 Maybe the *country*, the *wide* open space.
 Show me the way to break from captivity.
 Turn the key and feel free.
 ‘Cause I know it’s for me and mine
 To own a home is a must.
 Finally, I can trust...
 Countrywide.

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Tag: 10 Seconds.