

Hug A Hunter
“Lynx”
:30 TV

Camera opens on a HUNTER eating a snack while overlooking a beautiful Colorado vista.

LYNX: **Pssst.**

HUNTER looks around confused.

LYNX: **Over here.**

HUNTER notices talking LYNX and is obviously a bit surprised.

LYNX: **I just had to tell you, I’m a BIG fan.**

HUNTER: **Of what?**

LYNX: **Of YOU. Just 20 years ago, there were NO lynx like me left in Colorado. However, because of hunters like you and the hunting licenses you buy, Colorado was able to help fund our repopulation.**

HUNTER: **Well...you’re welcome.**

LYNX: **Here. I, uh, made you a card.**

LYNX hands HUNTER a folded piece of bark. Inside, there’s a crudely drawn image of the hunter and the lynx holding hands and dancing under a disco ball.

LYNX: **We’re dancing.**

HUNTER: **Yeah.**

FERRET: (hugging the HUNTER and noticing the pack of beef jerky in his hand) **You gonna eat that beef jerky?**

ANNCR: **Hunting helps Colorado wildlife. Learn more at HugAHunter.com**

SUPER: Hug A Hunter logo and URL

Hug A Hunter
“Moose v2”
:30 TV

Camera opens on a HUNTER setting up camp on a beautiful Colorado vista. A MOOSE leans into frame, nearby.

MOOSE: (speaking kind of slow and low) **Excuse me.**

HUNTER jumps, startled, and turns to face the MOOSE.

MOOSE: **Are you movin’ in?**

HUNTER shakes his head.

HUNTER: **Nah, just here for the night.** (HUNTER goes back to setting up camp)

MOOSE: **I’m a transplant, myself. Years ago, there were no moose in Colorado, but the fees from hunting licenses like yours helped bring us here. Now there are thousands of us.**

HUNTER: **Well, welcome to the state.**

MOOSE: **Thank you.** [pause] **So what are you doing out here?**

HUNTER: **Moose hunting.**

MOOSE: **Oh, poo.**

ANNCR: **Hunting helps Colorado wildlife. Learn more at HugAHunter.com.**

HUNTER: (laughing with moose) **Just kidding.**

SUPER: Hug A Hunter logo and URL

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MOOSE: **Thank you.** [pause] **Say, you’re not moose hunting are you?**

HUNTER: (shaking head and smiling) **No.**

MOOSE: **Phew.** [chuckles goofily] **Dodged a bullet there.**



Colorado Wildlife Council
“Tubes—Hunting”
:30/:60 TV

Camera opens at the checkout counter of a store like Walmart. We see a customer purchasing a hunting license.

ANNCR VO: When someone buys a hunting license, they’re paying for more than just a piece of paper...

The cashier smiles as she takes the money. As she rings it into her cash register, we notice that there’s a pneumatic tube, like at a bank drive-through, growing out of the counter next to the register. It seems to be made of wood and leaves, but we can see the money from the purchased license get sucked up into it. The camera follows the tube as it winds its way out of the store. The tube travels into the mountains, passing a couple of moose.

ANNCR VO: They’re paying to protect our wildlife...

The tube runs in front of the animals. Little holes can be seen across the top of the tube. As we move across the length of tube, dollar bills pop out and begin combining together and folding into a moose-like shape, eventually turning into a real moose.

ANNCR VO: ...to restore our forests...

Continuing on from the prairie, the tube flows into a sparse forest. Loose change shoots from the holes in the tube, acting like seeds. Wherever the coins land, a copper-covered tree sprouts and quickly begins to grow. The trunks and branches are made from pennies, and each tree sprouts foliage made up of dollar bills, before again morphing into real trees. Mountain bikers whiz by on a trail, enjoying the recently created shade.

ANNCR VO: ...and to preserve our public lands.

The tube ends near a trailhead by a lake, where a young family is seen hiking. At the end of the tube, the dollar bills fold into bird and frog shapes. The birds turn into sage grouse, which fly up and away, and the frog shapes turn into hopping boreal toads, delighting the young family’s kids.

ANNCR VO: The money from hunting licenses pays to conserve Colorado, so even if you don’t hunt...

The dad notices a hunter getting his gear together nearby. It’s the same man who was buying a license earlier. The dad suddenly understands where the money in the tube came from. He walks up, shakes the hunter’s hand, and gives him a hug.

ANNCR VO: ...chances are, you still love hunting.

SUPER: Hug A Hunter logo and URL



Colorado Wildlife Council
“Tubes—Fishing”
:30/:60 TV

Camera opens at the checkout counter of a store like Walmart. We see family (dad, mom and young son) purchasing a fishing license.

ANNCR VO: When someone buys a fishing license, they’re paying for more than just a piece of paper...

The cashier smiles as she takes the money. As she rings it into her cash register, we notice that there’s a pneumatic tube, like at a bank drive-through, growing out of the counter next to the register. It seems to be made of wood and leaves, but we can see the money from the purchased license get sucked up into it. The camera follows the tube as it winds its way out of the store. The tube travels through Denver’s streets, until it comes to a place like Washington Park.

ANNCR VO: They’re paying to preserve our public lands...

The tube runs near the lake. Little holes can be seen across the top of the tube. As we move across the length of tube, dollar bills pop out and begin growing into reeds and grass, beautifying the area. A couple sitting on a park bench notice and smile.

ANNCR VO: ...to improve rivers, lakes, and streams...

Continuing on from Washington Park, the tube travels to the South Platte River and runs along its bank, passing people tubing, kayaking, and cycling nearby.

ANNCR VO: ...and protect our wildlife.

The tube ends at the lake, and the dollar bills and coins start falling into the river. The bills fold up into fish shapes, and the coins cling together to form the fishes’ shimmering scales. The fish (now completely real) swim away into the river.

ANNCR VO: The money from fishing licenses pays to conserve Colorado, so even if you don’t fish...

A kayaker notices a family fishing nearby. It’s the same family who was buying a license earlier. The kayaker suddenly understands where the money in the tube came from. He walks up, shakes the son’s hand, and gives him a hug.

ANNCR VO: ...chances are, you still love fishing.

SUPER: Hug An Angler logo and URL