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Client: Hallmark

Job # & Project: #28-2016-01 :90 Video

Concept Summary: A woman recounts the story of her grandmother’s piano and what it means to her and her family.

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| **VIDEO** | **AUDIO** |
| FADE UP INT Living Room: A woman sitting on a piano bench/in front of a piano. The piano looks old, has an unusual groove in the front.She picks up a card previously hidden from view.She holds up the cardThe woman’s young daughter runs in, hops up on mom’s lap. Mom tries to help her play.Opens the card, reads it.BANNER: LOGO w/making memories appears. | MUSIC UP & THROUGHOUT: Gentle, comforting, orchestral music along with NAT SOUNDWoman: My grandmother’s father-my great-grandfather-brought this home for his wife one day during the depression. Someone had given it to him to settle a debt they couldn’t pay.(laughs)I guess it was a big debt. She took to it, and she taught her five daughters to play it. They would all gather around the piano and play all the big band songs of the era. (Pause)Grandma used to. Her parents left her the piano-she was the oldest-and she would play, or at least try to. Her two great loves were that piano and cooking. And one day, my mother brought me to Grandma’s house for exactly that. I loved the piano. Bang on it and it makes noise! To a four-year-old, it was a beautiful thing. Everybody thought it was so sweet. Then Grandma went to check on her pies. (pause)I spied a paper clip. Could I draw on the piano and make it even prettier? Of course! But I suppose that’s four-year-old logic for you. So I signed my name, chipping happily away at the hundred-year-old wood. (Pause)And my Grandma came in. My mother, my grandfather, you could just hear them suck their breath anxiously waiting for the reaction. And Grandma said: “Well, I guess it’s going to be your piano then?” very sweetly.That was it. (Pause)My grandma, she-she passed away two years ago. And she left me this.(Pause)And the piano. And now this gift of who great grandma was, I get to teach to my girls.(Smiles)Thanks Grandma. I miss you too.NARRATOR VO: Hallmark. Making memories everyday. |