**“Harold is Alive” :60**

Scene: Two older women talking over the fence that separates their yards.

**GLORIA:** Guess what, Ruthie? Remember that cruise I was telling you about? Well, it’s happening!

**RUTHIE** (looking skeptical): Really? But you said it was too expensive!

**GLORIA:** Oh but you see, with Harold’s life insurance policy…

**RUTHIE** (gasping): *What?!*? Oh, Gloria! It can’t be! Poor, dear Harold…

**GLORIA:** Oh no no, you don’t understand…

**RUTHIE:** …he had so much life ahead of him, too. And to think I just saw him the other day! You poor dear!

**GLORIA:** (trying to interrupt): No, Ruthie, wait…

(Just then, Harold opens the front door and waves. He brings out a plate of cookies.)

**HAROLD**: Hello, Ruthie!

**RUTHIE**: (as though she’s seen a ghost): HA-HA-HAROLD?! B-b-but I thought…Gloria just said…life insurance policy…cruise…

**HAROLD:** That’s right! We sold my life insurance policy to Coventry Direct for cash! No more high premiums, no worthless lapsed policy, just extra money to enjoy right now! Because some things in life…(he bites into a cookie )…are just too good to pass up! Mmm, these are good!

(They continue to chat and eat the cookies as the scene fades)

**A.V.O.** If you have a life insurance policy you no longer need or can afford, call Coventry Direct. You may qualify for an immediate cash payment! Call 1-800-514-7800 or visit us online today.

(End card graphics with 800 number and URL “on” a tray with cookies and cookie crumbs, top-down shot)