



CLIENT: 7-ELEVEN

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BRAND: CHOCOLATE MILK

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DATE: 10.08.06

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PROJECT: CHOC-MILKOHOLICS RADIO

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JOB NO: 7ES02??

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## **RADIO SCRIPT – SONG (45)**

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**MVO (American):** In July 2006 7-Eleven created a help line to support those addicted to their chocolate milk. It was only then the true number of those affected came to light. This is one of the real callers.

**Message:** Well I like chocolate milk and my friend likes chocolate milk. So we bought some chocolate milk and drank that chocolate milk. (Changes into song) Chocolate milk, O-Chocolate milk, where are you my chocolate milk. I love chocolate milk, chocolate milk loves me. Chocolate milk for you, chocolate milk for me, I can drink it when I'm sitting in the tree. Chocolate milk makes you feel free. Chocolate milk for you, chocolate milk for me.

**SFX:** Hangs up.

**MVO (American):** 7-Eleven chocolate milk – it's good.