

WALK YOUR WAY TO FITNESS
by Richard Bellikoff

Ext. L.A. Coliseum - various angles -
establishing

MUSIC: UP FOR OPENING

SUPER TITLE: WALK YOUR WAY
TO FITNESS

Ext. Coliseum - George Allen on field

ALLEN:

DOES THIS PLACE LOOK FAMILIAR TO YOU? IT
SHOULD. IT'S THE LOS ANGELES COLISEUM.

SUPER:

FOR ME, THIS STADIUM HAS A SPECIAL MEANING.

GEORGE ALLEN

CHAIRMAN & CEO

**NATIONAL FITNESS
FOUNDATION**

He looks around, savoring the memory,
scanning empty field and stands

SFX: DISTANT, GHOSTLY FOOTBALL GAME: BODY
CONTACT, GRUNTING, CALLING SIGNALS, WHISTLES,
CHEERING CROWD

ALLEN:

IT BRINGS BACK MEMORIES OF THE YEARS I SPENT
COACHING AND WINNING WITH SOME OF THE
WORLD'S FINEST PROFESSIONAL ATHLETES. BUT
EVEN IF YOU'RE NOT A FOOTBALL FAN, I'M SURE
YOU'LL NEVER FORGET 1984 --

Ext. Coliseum - Olympic torso sculptures

MUSIC: OLYMPIC TRUMPET FANFARE, DISTANT,
HAUNTING

ALLEN (V.O.):

-- WHEN THE WORLD'S FINEST AMATEUR ATHLETES
CAME HERE TO COMPETE.

Ext. Coliseum - back to George Allen

ALLEN:

OF COURSE, YOU DON'T HAVE TO BE AN ATHLETE TO
BE CONCERNED ABOUT FITNESS. THESE DAYS, MORE
AMERICANS THAN EVER BEFORE ARE EXERCISING
REGULARLY. THEY WANT TO FEEL FITTER, PERFORM
BETTER, AND LIVE LONGER. AND YOU KNOW WHAT
KIND OF EXERCISE THEY'RE TURNING TO MORE THAN
JUST ABOUT ANY OTHER? TAKE A GUESS.

Ext. Coliseum track - Allen strides
vigorously toward (tracking) camera

WALKING. THAT'S RIGHT, WALKING. NO MATTER
WHAT YOUR AGE, YOU CAN START WALKING FOR
FITNESS TODAY, AND CONTINUE FOR THE REST OF
YOUR LIFE. TO GET INTO SHAPE -- AND KEEP IN
SHAPE -- YOU DON'T REALLY HAVE TO WALK ANY
FASTER THAN I'M DOING RIGHT NOW. IN FACT, IF
YOU CAN'T WALK AND KEEP UP A CONVERSATION AT
THE SAME TIME --

Int. Locker Room - Allen enters, crosses to a blackboard. A football play is diagrammed on it.

-- YOU'RE PROBABLY MOVING TOO FAST!

He flips over the blackboard. On the other side is a table:

TODAY, SOME 55 MILLION PEOPLE WALK FOR PHYSICAL FITNESS. THAT'S MORE THAN TAKE PART IN ANY OF THESE OTHER SPORTS.

Sport # of Participants

Walking: 55 million

Jogging: 40 million

Aerobics: 22 million

Tennis: 23 million

Softball: 17 million

Bowling: 42 million

He grabs a piece of chalk, uses it as a pointer

He scrawls a large "80" on blackboard next to table.

BY THE TURN OF THE CENTURY, IT'S ESTIMATED THAT 80 MILLION AMERICANS WILL BE FITNESS WALKERS.

Montage - Rob Sweetgall walking on bridges, country road, highway, railroad tracks, various times of day ("Walk, America!" video)

ALLEN (V.O.):

IT'S EASY TO SEE WHY WALKING IS SO POPULAR. FOR ONE THING, YOU CAN DO IT ALMOST ANYWHERE, ANY TIME -- AS LONG AS YOU HAVE A CLEAN BILL OF HEALTH. SO BEFORE YOU START WALKING, BE SURE TO GET A MEDICAL CHECKUP.

Int. Health Club - members working out with Nautilus

ANOTHER GREAT THING ABOUT WALKING IS THAT YOU DON'T NEED ANY COMPLICATED OR EXPENSIVE EQUIPMENT.