

Commercial Script

Client: Catholic Archdiocese of Perth
Product: Archbishop Hickey "Today's Comment"
Title: **LifeLink and Generosity**
Key No: MVCATHOLIC3
Duration: 60 seconds
Broadcast: Week commencing 9.11.2009

AUDIO:

Welcome.

The strength of any community is its willingness to help those in need.

I am always inspired by the generosity of our community here in Perth.

This generosity of heart is a blessing to those who give and those who receive.

About this time each year, I launch my Christmas Appeal for LifeLink which supports about 35,000 families and individuals in need throughout this state.

LifeLink reaches out to the homeless, the unemployed and disadvantaged, families in crisis, abused woman and children and many more.

They need our help, and LifeLink does help.

I ask you to support LifeLink; anything you contribute will help people in need within this community, and you will have my lasting gratitude.

I'm Barry Hickey,
Catholic Archbishop of Perth.

VISION:

Opening Graphic

ARCHBISHOP'S PHOTO

TODAY'S COMMENT

PRESENTED BY

**THE MOST REVEREND BARRY J HICKEY
CATHOLIC ARCHBISHOP OF PERTH**

Closing Graphic with Logo
and Photo

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