WED., MAY 20
C.P. CASTING

MEN

CUMBERLAND FARMS
TEST :60
NEW CHARACTER
"ADAM"

jingle intro: 05

ADAM: I'm trying to make it up the corporate ladder and I just got up to the third rung from the bottom, and I've still got a couple of dozen rungs to go before I'm happy--well--I just hate wasting time. So every day on my way to the office--before the sun's up, beat the traffic--get in before Harry, my boss--every morning I swing by Cumberland Farms. Grab my cup of Cumberland Farms fresh ground, premium blend coffee. Great taste. Great price. Grab a muffin or bagel. The morning papers. Pack of gum. Cumberland Farms deli-style sandwich, chips and Power bar in case I'm stuck at my desk for lunch. A soda, Gatorade or Veryfine juice--always priced right at Cumberland Farms. I fill up the gas tank, back on the road in a flash-- and I'm ready to rock 'n' roll. And thanks to Cumberland Farms I've only been out the door for ten minutes. Hey...when you want to get ahead--live life without some boring safety net--it's nice to know there's a place and people who just plain get it---know what someone like me needs. Cumberland Farms the stop that keeps me going.

SFX: cell phone rings

ADAM: Talk..it's Adam. Hey Steve! Where are ya? Just getting up? C'mon man, that's no way to get ahead....