

QLD Health
Go for 2&5 – Rolf Harris
30 seconds



Vision: *We see a close up shot of a veggie Rolf Harris waving a paint brush around.*



Vision: *We pull back to see Rolf painting with fast strokes on a massive canvas. He talks to camera as he paints. We see what Rolf is painting, it looks abstract.*

Rolf: **Can you tell what it is yet?**



Vision: *We see over Rolf's shoulder, the painting is still confusing.*

Rolf: **I'll give you a few clues...**



Vision: *We see a close up of the painting, some upside-down fruit and veg are added.*

Rolf: **...It helps protect men and women against heart disease...**



Vision: *Rolf continues on the painting.*

Rolf: **...type 2 diabetes and some cancers...**



Vision: *Rolf adds some detail to the painting.*

Rolf: **...helps you look good, feel great and...**



Vision: *Rolf shows us the finished painting.*

Rolf: **...maintain a healthy weight!**



Vision: *Rolf turns the painting the right way up.*

Rolf: **...it's 2 serves of fruit and 5 serves of veg!**



Vision: *We see Rolf's paint pallet; the colours are made up of fruit and vegie pieces.*

Rolf: **Most of you...**



Vision: *The paint on the palette moves to form 2&5.*

Rolf: **... are nearly there.**



Vision: *Cut to Rolf in a picture frame, he is reaching out to straighten the picture.*

Rolf: **But to be a perfectly balanced...**



Vision: *Rolf points to himself.*

Rolf: **...picture of health like me...**



Vision: *Rolf runs out of his picture and through the background of the Mona Lisa.*

Rolf: **...you need to go for...**



Vision: *Rolf tucks into the fruit and vegies, as Mona Lisa looks on.*

Rolf: **... a couple of extra serves and...**



Vision: *Go for 2&5 and state logos.*
www.gofor2and5.com.au

Rolf: **...top up to 2&5 every day!**

VO: Helping Queenslanders become Australia's healthiest people.



VO: Authorised by the Queensland Government, Brisbane.

Vision: *Government Authorisation.*
Spoken by R. Harris and J. Blogs.