

CARE: New Start – 30-Second Commercial

Audio Description

An African American man and his grade school aged old son are having breakfast, the father looks at his watch and tells his son it's time to go. He notices that the young boys backpack is badly torn. The father reads his CARE statement and sees that there are savings to be gained. Text reads "Households must meet income or program eligibility requirements." The next scene after breakfast as the boy grabs his backpack hand sees that it is brand new, he gives his dad a happy hug and together they head out of the house and down the street. The closing graphic is the PG&E Logo and Together, Building a better California.

Transcript

- Gotta go.

- [Narrator] Keeping up, it takes hard work, tight budgets, and a little support.

- We'll fix this tomorrow.

- [Narrator] And PG&E is ready to do our part. Our CARE program can save you 20% or more on your monthly bill. It just takes a few minutes to apply, and you'll see the savings on your next bill. When having a little extra can mean a lot.

- [Child] Thanks dad!

- [Narrator] Turn to CARE. Go to pge.com/care and enroll today.