

Texas Long-Term Care Partnership - HHSC
Jan. 2012
:30 TV Spot

OPEN ON PARTIALLY BUILT BLOCK HOUSE. THE BLOCKS ALREADY IN PLACE HAVE WORDS WRITTEN ON THEM LIKE "BIRTH, FIRST KISS, HIGH SCHOOL GRADUATION, MARRIAGE, ETC." ONE BLOCK ON THE BOTTOM IS BLANK.	SFX: AMBIENCE AND/OR MUSIC MALE VO: You've built a good life for your family.
MALE HAND PUTS ANOTHER BLOCK IN PLACE THAT SAYS "HOUSE"	Worked hard for your home. Your kids' education. Retirement... And ultimately, peace of mind.
HAND PUTS ANOTHER BLOCK IN PLACE THAT SAYS "RETIREMENT"	
HAND REACHES IN AND TURNS BLANK BLOCK AROUND. IT SAYS "LONG-TERM CARE." THEN HAND PULLS BLOCK OUT AND HOUSE COMES TUMBLING DOWN.	But if you haven't planned a way to pay for your Long Term Care, you could lose it all.
CAMERA PANS ACROSS BLOCKS IN DISARRAY CATCHING WRECKED BLOCKS WITH THE WORDS: HEALTH INSURANCE, MEDICARE AND DISABILITY.)	Long Term Care isn't covered by health insurance, disability or Medicare, yet 70% of people over 65 will need it. And it could cost up to \$70,000 a year.
BLOCKS REBUILD THEMSELVES.	Learn how to protect what you've spent a lifetime building.
(LOGO) STATE SEAL SUPER: OwnYourFutureTexas.org	Go to OwnYourOwnFutureTexas.org .