

# Radio Script

**Florida Hospital Positioning Campaign**

**Florida Hospital Creative Services**

**Shopping — :30 radio**

**Copy: Christine Van Dyk**

**8/30/99**

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## **VOICE OVER:**

Lydia Bailey went to the mall and found something she wasn't shopping for. While she was out looking for the latest fashions, she stopped in Florida Hospital Women's Center for her first mammogram. What she found was breast cancer. Thanks to early detection, Lydia is now in remission and doing quite well. Today, she and her daughter are busy educating other women about the importance of getting a mammogram. The Women's Center at Orlando's Fashion Square Mall... just one of the ways Florida Hospital is treating you well.

