

MY PRIDE WEEKEND

Extended Web Promotional Video
for PRIDE TORONTO

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SPEC web commercial for Pride Toronto

*VISUAL NOTE: This story will be told in REVERSE, the ending coming first, etc. (Shot chronologically and played backward through special effect and editing).

*SOUND NOTE: A fun house song over images with interesting ambient sounds mixed in for a natural feeling.

BLACK:

FADE IN:

INT. BEDROOM - NIGHT

A young woman, Latin, 26, lies in bed, eyes closed. A slight smile reveals itself, she OPENS HER EYES. Her head lifts from the pillow, then her entire body floats off the bed. She walks backward out the room.

CAPTION: The End. - FADES IN and then disappears.

INT. APARTMENT HALLWAY - NIGHT

She stumbles backward down the hall, her jacket and shoes fly onto her from the floor. The door opens, she reverses out.

EXT. STREETCAR STOP. NIGHT

She skips backward on the sidewalk, crosses the street and jumps (in reverse) into the street car.

INT. STREETCAR - CONTINUOUS

Our girl waves good night to her friends (a mix of guys and ladies in their 20's) and then sits down in her seat. Her friends are hovered around the middle of the streetcar, hanging off seats and teasing each other.

EXT. STREET - NIGHT

She is now wearing an intricate masquerade mask that covers the top part of her face. We follow her into the busy streets, as confetti rises from the ground and seemingly toward the sky. She dances and hugs friends. The sights and sounds of the Pride festivities are in full effect. She's energized from the crowd.

INT. CLUB - NIGHT

Bartenders mix, un-pour drinks and throw around bottles (all landing in reverse of course).

Strobe and disco ball lights illuminate the room. She dances and hugs some friends she's met there.

She dances with a young woman. A look of pleasant surprise lights up our girl's face, then a kiss is planted right on her lips by this new woman. More dancing and having fun with friends.

EXT. CLUB (SIDEWALK) - CONTINUOUS

She exits the front door, walks back into line waiting to enter. In line she places the mask back onto her face.

EXT. STREET - AFTERNOON/ EVENING/ NIGHT

People take selfies/ pictures with her. She meets lavishly dressed performers. One, wearing a crown, places it on her head.

She eats a delicious taco from one of the culinary trucks.

Street dancers are performing, she snaps pictures and enjoys the scene. Dance moves are of course shown reversed as well.

She is given a black masquerade mask by a friend that covers the top part of her face.

She bounces out of a beer tent and dances with a couple of fun guys back on the street.

EXT. BEER TENT - DAY

A concert is in full swing. She sits on a friend's shoulders and dances above the crowd. The atmosphere from her higher perspective is comparable to a euphoric carnival as far as the eye can see.

EXT. STREET - AFTERNOON

She watches the Pride Parade from the sidewalk and cheers. Some activist groups pass by as well as plain ol' parties on floats.

An older man dressed in a rainbow suspenders, carrying a cane (68) dances with her. It's good times, she twirls!

She is finding a place to settle in for the Parade. Water cannons splash her and her friends. A random lady dances with her. She dances to the street music as she walks toward the festivities.

EXT. STREET CORNER - DAY

Our girl and her friends walk from the street car toward the busy streets of the Pride festival in Toronto's village district.

EXT. APARTMENT/ BATHROOM/ BEDROOM - MORNING

She enters the apartment, jacket sails off her and onto the rack.

She applies makeup(in reverse looks like she's taking it off), fixes her hair a bit.

In the bedroom she changes her tee shirt a couple of times in front of the mirror in a series of cuts.

In the kitchen she drinks water.

She enters her kitchen and turns the Music on.

Silence in the kitchen.

CAPTION: My Pride Weekend Begins...

BLACK.