

“Kids Take Over AMA for Family Day” Transcript

[playful music plays]

[An AMA truck sits in a snowy parking lot next to a car with its hood up.]

00:00

[Narrator] At AMA, we know our kids are the future.

[The hood closes, revealing a young boy in an AMA toque and oversized reflective vest.]

00:03

[Billy] It's your battery.

[The woman in the driver's seat sighs, head sinking down. In an AMA Travel office, a girl sits at a desk wearing a headset and Minnie Mouse ears.]

0:06

[Girl in mouse ears] Have you considered Disneyland?

[In an office, a boy wearing a suit and bowtie leans into a doorway.]

00:10

[Bowtie boy] Waiting on that report. Tick-tock, Jeff.

[He taps his watch. The adult man at a desktop computer looks up, brows raised in consternation. In the travel office...]

00:13

[Girl in mouse ears] Yes, Mexico is nice, but stick with me here...

[Nodding, she spreads out her hands expansively.]

00:19

[Girl in mouse ears] Disneyland.

[In another room, a young girl steps up onto a box and aims a camera.]

00:23

[Photographer girl] Look right here.

[She takes a photo of a tall man standing against a white backdrop. She snaps the picture.]

00:24

[sound effect: camera clicking]

00:27

[Photographer girl] Perfect.

[She gives him a thumbs up. Later, the man frowns at the resulting ID picture – the top of his head is cropped off. In another office, a girl in a blazer is at a desk talking on the phone.]

00:30

[Blazer girl] And I said, You call that ROI? I call that ROFL.

[The camera zooms in on a picture of her parents on the desk. In the travel office...]

00:36

[Girl in mouse ears] Of course, there's other choices: Disney World.

[In the parking lot, Billy talks to the driver, holding a car part.]

00:39

[Billy] Well, the problem is here is your thingamabob isn't attached to your whatchamacallit.

[He nods knowingly. In an insurance office, a small girl sits behind a desk speaking to an adult client.]

[Text on screen: Insurance]

00:48

[Insurance girl] I know it's complicated. I can explain it to you like I'm five.

[In a parking lot, a teenage boy sits in a car.]

[Text on screen: Student Driver / AMA Driver Education]

[A smaller boy opens the passenger door, puts in a booster seat, and gets in the car.]

00:58

[Teen:] You're my driving instructor?

[The smaller boy shrugs and buckles his seat belt. In a boardroom, an adult executive speaks at a meeting.]

01:01

[Executive] And given these numbers, we'll be looking to improve the efficiency of the fleet by--

01:06

[sound effect: slurping noises]

[She stops and looks over her glasses across the table, where a small kid in a suit is noisily drinking from a juice box. The boy stops for a moment, looks around, then slurps again. In an office, someone pushes a gift card with supermarket logos on it across a desk toward a girl in a sweater.]

01:18

[Girl in sweater] Excellent choice. Can I also suggest this one?

[She pushes forward another card.]

[Text on screen] Cookies by George

[She nods encouragingly. An office door reads...]

[Text on screen] Michelle Chimko President and CEO CAA/AMA

[Michelle Chimko enters her office. Her brow furrows – a girl sits in her desk chair. Chimko rolls her eyes and shakes her head.]

01:32

[Chimko] I need a vacation.

[The girl in mouse ears appears behind her.]

01:34

[Girl in mouse ears] Have you considered Disneyland?

[The girl in the chair grins. Chimko stares.]

[Text on screen: Happy Family Day, Alberta.]

[The text and CAA/AMA logo appear against a blue background]

01:40

[Narrator] Happy Family Day, Alberta.

[In the parking lot, the car's motor starts. Billy pumps his fist.]

01:43

[Billy] Boom! Billy saves another day.

[He heads for the truck.]

01:46

[Billy] Seriously, is there anything I can't do?

[sound effect: cheery double horn honk and car motor starting to drive away.]

[fade to black]

[music ends]