

November 23, 2007

A Big “Pig” Waddles NH Roads this Turkey Day Weekend

Keene, NH - Black Friday is taking on a touch of pink on New Hampshire's highways this weekend. Shoppers are spotting the Priorities New Hampshire "Pigmobile" cruising popular shopping areas and high-profile political events, calling attention to the way federal tax dollars are allocated to the Pentagon and all other spending areas. Comments from disabled Marine veteran Robert Way, who is driving the Pigmobile this weekend.

Suggested script: New Hampshire drivers, be on the lookout for a hog on the road this weekend. It's not a Black Friday shopper who ate too much turkey - it's the Priorities New Hampshire pigmobile, and it's visiting malls and campaign events with a message about federal spending. Robert Way, a disabled Marine veteran from Keene, is at the wheel of the pigmobile, and he says it makes a point.

Actuality Cut 45777 (TRT :10) "When they actually see the money and where it's going and the waste, that right there gets their attention and gets them to really want to watch the news instead of the Jerry Springer show."

Suggested Tag: The Priorities Project is trying to get candidates for President to talk about changing how

Washington spends its money. They note that more than half of all federal discretionary spending goes to the Pentagon, while programs like health care and social security share the leftovers.

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Second Cut: The pigmobile gets all over the state, but Way says his plan for this weekend is to go where people will be in the Keene vicinity...

Actuality Cut 46777 (TRT :08) "I'll definitely be driving around all the shopping areas. I'm going to be driving up and down Main Street, stopping at all the big shopping malls where there's going to be a lot of traffic."

OPTIONAL REPORTER WRAP - uses first soundbite:

LEAD: New Hampshire drivers, be on the lookout for a hog on the road this weekend. John Robinson reports.

Actuality Cut 47777 TRT :40 Q "...share the leftovers."

Editor's note: Way is at (603) 903-8624

