

HANDLEBAR HEROES - AD

Written by

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LAST REVISED: April 5, 2023

EXT. NEIGHBOURHOOD - EARLY AFTERNOON

Scene opens with a shot of a peaceful summer day in a nice neighbourhood as we hear birds chirping. A group of school aged children are enjoying freezies while standing with their bikes

KID 1
(laughing and pointing)
Hey mister Lucas, are those
training wheels?

We now see MR. LUCAS, wearing excessive protective gear while awkwardly riding an adult sized bike with training wheels.

The group of children break into hysterical laughter.

Embarrassed, MR. LUCAS climbs off of his bike and proceeds to walk back to his home, he looks over his shoulder, as the children crouch over, laughing and pointing in slow motion.

MR. LUCAS' lip quivers as if he is about to cry, he unclips his helmet chinstrap, picking up his pace, the bike pedal hits his ankle.

MR. LUCAS
(frustrated)
Dang it

MR. LUCAS turns the corner to exit shot. DAVIE (Handlebar Heroes representative) effortlessly climbs out of the bushes. He is wearing a company polo with a mustard stain, khaki shorts, Velcro shoes, no socks, and binoculars around his neck.

DAVIE
Are you like Mr. Lucas? A grown-up
who never learned how to ride a
bike? Buckle up pal, we've got just
the thing for you! Handlebar
Heroes; bike riding lessons for the
mature, because let's face it,
adult sized training wheels are
expensive...
(awkwardly shifts eyes)
and embarrassing!

DAVIE begins walking and talking, camera moves with him

DAVIE (CONT'D)
Here at Handlebar Heroes, we
specialize in teaching misfit
adults how to ride bikes.

(MORE)

DAVIE (CONT'D)

Our enclosed training facility is the perfect place for you *and* your shame. You'll both feel right at home as you struggle to maintain balance and wonder where it all went wrong.

CUT TO:

EXT. PARK - DAYTIME

Handlebar Heroes staff is teaching client how to ride a bike, gently holding onto the back, running behind and finally letting go. Client smiles in excitement and pride

DAVIE (V.O.)

With our expert instruction and adult-sized protective equipment, you'll be sure to ditch those training wheels in no time, bud! Finally,
(pause)
you'll be able to ride without looking like a complete dimwit.

CUT TO:

EXT. NEIGHBOURHOOD - EARLY AFTERNOON

DAVIE is now standing beside an ice cream truck holding a chocolate cone in his hand.

DAVIE

So what are you waiting for? Sign up for adult bike lessons today and qualify for 25 percent off our summer camps. Just go to www.dopehaus.co/handlebarheroes and use code DOPE at checkout

DAVIE takes a **bite** of his ice cream and smiles at the camera.
Bike bell sounds

FADE TO:

VISUAL BUMPER WITH COMPANY INFORMATION