

“ROAD TRIPS HAPPEN OUT THERE”

TV : 30

Open on a Korean family at the Grand Canyon. The mom, Saerin, is handing a Nature Valley bar to her child.

SAERIN: You know...I remember when I first came here.

Saerin opens the Nature Valley bar, cueing the scene to RIP open. Flash back to the '90s. Young Saerin picks up Nature Valley bars at the gas station with her Korean parents. The cashier starts speaking to the parents, but young Saerin answers.

CASHIER: How you folks doing today?

YOUNG SAERIN: We're doing great, thank you sir.

MOM: [To Saerin in KOREAN] What does “folks” mean?

A minivan is driving through a desert, luggage packed on top. The car drives past an exit sign.

YOUNG SAERIN VO: [KOREAN] Appa, you made the wrong turn.

DAD VO: [KOREAN] Aish!

Cut to young Saerin chatting on the phone with roadside assistance. Dad is doing exaggerated stretches. Mom is taking photos.

YOUNG SAERIN: [KOREAN] Umma, stop taking photos! It's just a cactus!

[ENGLISH] Yes, I have the insurance number with me.

The family arrives at the Grand Canyon. They jump out of the car in awe to take in the view. Young Saerin hands a Nature Valley bar to her parents.

YOUNG SAERIN: [KOREAN] Umma, Appa. Thanks—

“CRUNCH.” We snap back to the present to reveal Saerin's child looking up at her with a Nature Valley bar in hand.

CHILD: —For bringing me here.

VO: We preserve our national parks so we can preserve moments like this.

We cut to **Saerin's family finishing their Nature Valley bars and walking into the sunset.**

VO/SUPER: Nature Valley. Life Happens Out There.

SUPER: PROUD PARTNER OF THE NATIONAL PARKS FOUNDATION

