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**Video News Release Script:**

**Zips Holiday Guide to Thoughtful Gifts Under $10**

*Discover unique, budget-friendly gifts under $10 from Akron’s local shops and bring a piece of Akron home for the holidays.*

AKRON, Ohio – (November 27, 2024) –

| Timing | Visual | Audio |
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| 10 secs | B-Roll of students walking in the Student Union with holiday decorations visible. | Soft instrumental holiday music playing in the background. Voiceover: “Hey Zips! The holidays are here, which means shopping for friends and family. If you’re looking for unique, budget-friendly gifts we’ve got you covered.” |
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| 10 secs | Close-up of hands browsing items at The Peanut Shoppe, scooping honey-roasted peanuts. | Ambient sounds of the store: scooping nuts, a cash register dinging.Voiceover: “Check out the Peanut Shoppe, for holiday treats like these honey-roasted peanuts for less than $4!” |
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| 10 secs | Medium shot of Sunny Scents booth at Northside Marketplace, showcasing the colorful, handmade car fresheners. | Lively chatter in the background.Voiceover: “Add a personal touch with Sunny Scents’ vibrant and great-smelling car diffusers for just $10!” |
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| 10 secs | Medium shot of customer flipping through comics at Rubber City Comics. | Rustling pages and faint superhero theme music.Voiceover: “For the superhero and sci-fi fan, Rubber City Comics offers comics under $5!” |
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| 10 secs | Close-up of someone testing the body butter at Silk & Glow booth in Northside Marketplace. | Light spa music.Voiceover: “Pamper your loved ones with self-care goodies like this pumpkin spice body butter from Silk & Glow for just $7!” |
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| 5 secs | Someone opening the fridge at Chef Gina’s Bakery’s booth in Northside Marketplace and selecting a cheesecake brownie. | Light café sounds.Voiceover: “Or grab a sweet treat from Chef Gina’s Bakery for only $4!” |
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| 5 secs | Montage of gift items being wrapped and placed in a bag with Akron-themed decorations. | Holiday music swells. Voiceover: “Support Akron’s local businesses and make your holiday special!” |
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| 5 secs | Wide shot of smiling students with gift bags, walking through Northside Marketplace. | Voiceover: “Check out A Zips Guide to Gift Giving for Under $10 at zipsguide.com!” |

**About the Organization**

The ZipsGuide to Shopping Small & Local in the Rubber City is a community engaged learning project that is part of a long-term collaboration between the public relations program at The University of Akron and Downtown Akron Partnership. Funded by the EXL Center for Community Engaged Learning, it is intended to serve as a shopping guide where people across the Northeast Ohio region can find the stories of Akron's unique family of small businesses and shops. The website also serves as a media kit for media outlets telling stories about Black Friday, Small Business Saturday, Artists Sunday and shopping local small businesses. ZipsGuide editor Julie Cajigas is a professor of practice in the School of Communication at the University of Akron, and every public relations course she teaches works on the guide for part of their semester. [www.zipsguide.com](http://www.zipsguide.com)

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