

## **Announcer Continuity Radio Advertisement**



Title: Stay off the Sidelines

Client/Sponsor: Play-On

Length: 35 seconds

Air Dates: March 1-November 1

You are running down the sideline, end zone in sight as you feel your quad seize up and a stabbing pain grow in your thigh. There is nothing worse than a muscle cramp taking you out of the game. Athletic trainers and sports scientists have come together to create an anti-cramping pre-game sports drink. Play-On contains natural fruit juices, potassium and antioxidants to keep your muscles warm during athletic activity. Play-On guarantees to keep you off the sideline and in the game by eliminating lactic acid build up. Try one of our delicious flavors today. Call 1-888-4-PlayOn for more information. Prepare your body and play on.

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