

Title: What Makes Thanksgiving Special: Grandma

Use: TV, :30

Client: Feeding America

Tone: Warm, inspiring.

Direction: No announcer reads. The spot is warm and inviting, with an air of hope and empowerment. Name is pronounced "ill-kah."

V-O: What makes Thanksgiving special? For Ilka, it's making her family and friends feel welcome.

Ilka: They call me the grandma of the world. If you were over and playing with us, you were part of the family and you were going to eat.

V-O: Food brings Ilka and her loved ones together. With the support of her local pantry, there's enough to go around.

V-O: This holiday season, join the movement to end hunger.

V-O: Get involved at Feeding America dot org slash the movement.