

# **BOSTON MAJOR MARKET RADIO ADVERTISEMENT SCRIPT**

CLIENT: MORRISON'S POWER  
EQUIPMENT/HONDA CORP  
TITLE: MPE + HONDA COOP MOWER  
PRODUCT: OUTDOOR POWER  
EQUIPMENT

LENGTH: 30-SECONDS  
WRITER: BILL MALLIA

---

RELIABILITY, INNOVATION, AND LONG LASTING AREN'T WORDS YOU USUALLY HEAR WHEN DISCUSSING LAWNMOWERS, UNLESS YOU'RE TALKING ABOUT HONDA LAWN MOWERS. MORRISON'S POWER EQUIPMENT, YOUR HONDA PREMIER DEALER AND FACTORY CERTIFIED SERVICE CENTER, IS READY TO HELP YOU ADD JOY TO YOUR LAWN WORK!

MORRISON'S OFFERS A FULL LINE OF HOME AND PROFESSIONAL EQUIPMENT INCLUDING THE HONDA HRX SERIES MOWERS WITH THEIR LIFETIME WARRANTED, COMPOSITE, RUSTPROOF NEXITE DECKS.

POWER YOUR DREAMS WITH HONDA AND MORRISON'S POWER EQUIPMENT ON LONG POND ROAD IN PLYMOUTH AND ONLINE AT MORRISONS POWER DOT COM.