



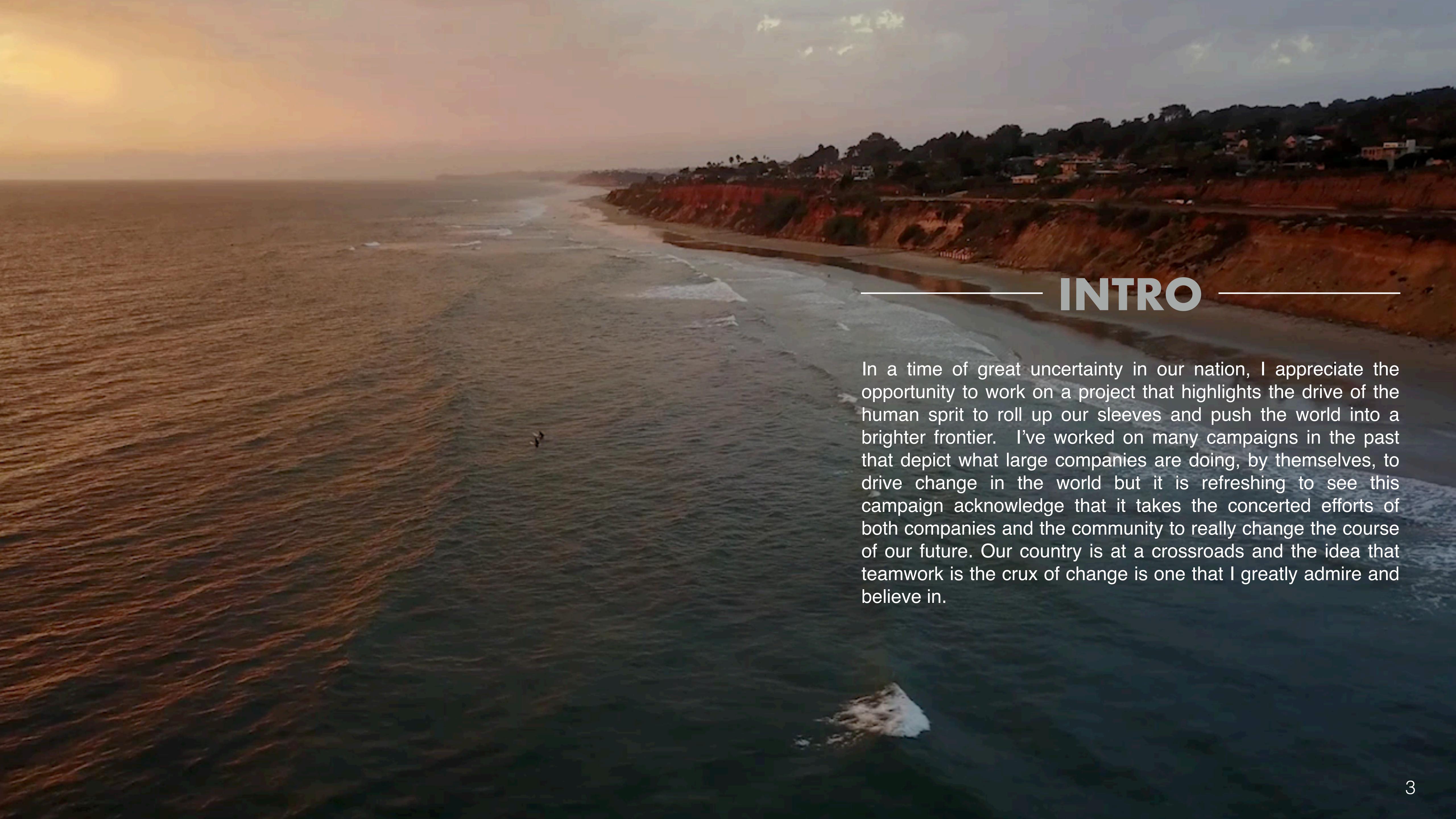
SOUTHERN CALIFORNIA EDISON CLEAN ENERGY CAMPAIGN

DIRECTOR'S TREATMENT | BRETT FALLENTINE



FAMOUS
GROUP





— INTRO —

In a time of great uncertainty in our nation, I appreciate the opportunity to work on a project that highlights the drive of the human spirit to roll up our sleeves and push the world into a brighter frontier. I've worked on many campaigns in the past that depict what large companies are doing, by themselves, to drive change in the world but it is refreshing to see this campaign acknowledge that it takes the concerted efforts of both companies and the community to really change the course of our future. Our country is at a crossroads and the idea that teamwork is the crux of change is one that I greatly admire and believe in.