

Lakeshore Together Campaign Video Transcript

A smooth deep male voice introduces the video. As he says, *"Lakeshore is on the cusp of a transformational moment,"* an aerial view of the Lakeshore campus zooms in. His voice continues with, *"embarking on a campus enhancement plan."* as a diagram of the new building interior and building exterior comes into view. His voice asks, *"Why is this plan so important?"* as an aerial view of the campus shows a rendering of the outdoor spaces. He says, *"Because one in 5 Americans have a disability, yet have limited access to physical activity opportunities."* as a white man with gray hair pushes his wheelchair into Lakeshore's entrance and starts to work out. His voice then says, *"Our plan will extend our reach in Birmingham and around the world to impact more people."* as a graphic of the world pops up, and another image shows people with lines connecting them.

Melva Jackson, an African American female wearing work-out clothes begins to speak as the video shows her running on the indoor track of the Fieldhouse, *"When I came to Lakeshore Foundation, I did not know all these programs were here."* The viewer sees her face, as well as Melva participating in a Krank class, pedaling an arm cycle as she says, *"And this is where I found hope! This is the place I found a will to live."*

WD Foster, an African American male wearing a blue shirt pushes his wheelchair through the fitness center and begins to speak, *"I come up here, and I work out. I do what I want to do."* Visually, we see him doing exercises on fitness equipment. As he continues speaking, *"Sometimes, it's just like I even forget I have a disability."* we see him enter the Aquatics center and swim some laps. He then says, *"Lakeshore has impacted my life, and a lot of my friend's lives tremendously."* as we see WD and his friend using the shooting range.

Jeff Underwood, President of Lakeshore, a white male wearing a blue sports coat stands in front of Lakeshore Foundation and begins to speak, *"The exciting thing about this project is that it prepares us to move into the second century of use of this property,"* Visually we see the Lakeshore Foundation sign, as well as a pan shot of the new addition to the building. He continues with *"to serve not only the people of this community, but quite frankly, globally."* as we see flags of different countries who have visited Lakeshore in the field house.

Dr. Jim Rimmer, a white male with gray hair wears a construction hat and stands in the new addition to the building as it is in construction. As he says, *"This is going to become the epicenter for the globalization of promoting health among people with disability across the world."* visuals of an aerial view of the Lakeshore campus, wheelchair basketball players pushing down the court, children playing in the Fieldhouse, and wheelchair rugby players scoring goals appear. As Dr. Rimmer says, *"Telehealth today, is really transforming the way medical practices are being conducted,"* a visual appears of a white woman doing exercises in front of a TV screen with another woman doing exercise on the TV via Telehealth. He finishes his statement with, *"So this is very, very important to promoting health and wellness in people who don't have the capability to get to Lakeshore."* as renderings of the new building's interior spaces flash on the screen.

Jeff Underwood begins to speak in front of Lakeshore Foundation. He says, *"The work we're doing today is going to create fantastic new outdoor spaces"* as images of the campus showing three new outdoor spaces pops up on the screen. He specifically says, *"One, a contemplative garden. A place where people can find some respite, find some peace,"* as a rendering of the garden space pops up, and a lady using a wheelchair points towards the trees at a bird. He continues with, *"And right in the heart of the campus, is going to be a wonderful new open space. That commons area, we think is going to be that real tribute to the legacy of this property."* as an aerial image of the Campus Commons area to be built in front of main entrance catches the eye.

As Melva Jackson begins to speak again visuals of power soccer players playing in the Fieldhouse, wheelchair tennis players playing on the outdoor court, and a man cycling with a service dog pop up on the screen. She says *"There is hope here. There are people that know the science. They have adapted equipment that will adapt to whatever it is that you need."* As she says *"They are here for us."* an image of multiple flags in in the Fieldhouse fills the screen.

A smooth, deep male voice closes out the video. As he says *"Together, we all play a part in moving, innovating and advancing our vision of access to an active lifestyle for people with physical disability,"* visuals of people participating in a Disability Rights Symposium pop up, and people with and without disabilities walk down the sidewalk. A goalball player rolls a ball across the court, and several people using wheelchairs participate in a program in the Fieldhouse. A graphic of the capital campaign logo with the website address pops up as he says, *"Learn more about this exciting campus transformation and how you can support us at Lakeshore.org/together."*