

SURVIVAL FIRST INC.

By

BRUCE BANGLEY

FADE IN:

INT. CHRISTY AND ARNOLD'S HOUSE - KITCHEN - DAY

A stub of candle on a table offers the only light.

LILY, 8, huddles before it in anxious silence.

GUNSHOTS echo from outside. SCREAMS follow.

CHRISTY, late 20s, tear streaked face wracked with fear, peels back a curtain, risks a peek outside --

BANG!

She spins --

ARNOLD, late 20s, winded, blood-soaked office attire, presses his back to the rear door. Items spill from a grocery bag clutched to his chest.

CHRISTY  
Did you find food?

Arnold just stares through her, lips moving.

Christy empties the bag onto the table, stares at the contents, aghast.

CHRISTY  
Three-D glasses and ketchup!

Lily bursts into tears.

Christy holds up a still packaged T.V. remote in dismay.

ARNOLD  
It's universal--

CHRISTY  
The world's coming to an end!

ARNOLD  
You don't know what it's like out there!

VIC BIRCH, mid 50s, grey buzz-cut, athletic, strides into frame, a confident smile for the camera -- a salesman delivering his pitch. This is just a commercial.

VIC

No-one likes social collapse. But uncertain times call for certain measures. Which is why at Survival First we make it our job to know what it's like out there, so you won't have to.

INT. SURVIVAL FIRST H.Q. - DAY

Vic addresses the camera as he moves through an open office. A plaque on the wall declares: SURVIVAL FIRST INC.

SUPER: VIC BIRCH, ARMAGEDDON SPECIALIST.

VIC

I'm Vic Birch, ex-army ranger and two time European Wrestling Association title holder. I've made it my mission to ensure that in a global crisis scenario you live for tomorrow and not today.

RICKY BIGGS, early 40s, shaven head, biceps straining the sleeves of his too small tee, steps into frame from the other side. He faces the camera, intense, confident.

SUPER: RICKY BIGGS, HOME PROTECTION CONSULTANT.

RICKY

Do you often feel like the swollen mass of humanity is out there waiting for the slightest provocation to burst out in a raging free for all? Brother, I got news, it's already happening.

VIC

Armageddon, apocalypse, end of days...these are just some of the phrases we use to describe the coming loss of civilization. The ultimate nightmare. But it doesn't have to be that way. With our range of services, we guarantee you'll be prepared.

RICKY

(playing for the camera)  
Wait a minute, Vic, wouldn't that make me one of those crazy 'prepper' types?

VIC  
You like animals, Ricky?

RICKY  
I love all God's creatures, Vic.

VIC  
Well hallelujah, Noah was prepared  
and if it weren't for his foresight  
it'd just be us and the fishes.

RICKY  
And the fishes mammals.

VIC  
Amen.

Vic keeps walking through the office.

VIC  
At Survival First we understand not  
everyone has the time to prepare  
for a 'Without Rule of Law'  
scenario.

SUPER: W.R.O.L - WITHOUT RULE OF LAW.

EXT. CHRISTY AND ARNOLD'S HOUSE - BACKYARD - DAY

Christy stands surrounded by makeshift 'water catchers' set  
out to collect rain. She whittles a crude spear from a mop.

VIC (V.O.)  
Where you gonna find the time to  
build that backyard bunker?

CHRISTY  
(muttering to herself)  
Why can't we get a Trudeau. This'd  
never happen with a Trudeau.

INT. CHRISTY AND ARNOLD'S HOUSE - KITCHEN - DAY

Lily huddles under a table, hands to her ears.

VIC (V.O.)  
And do you know where to go to  
search out precious supplies?

LILY  
I'm eight, I didn't ask for any of  
this.

INT. ARNOLD'S GARAGE - DAY

Arnold, still dressed in his blood spattered shirt, clumsily  
tries to duct-tape nails to a baseball bat.

VIC (V.O.)  
And who's got the skills to face  
down that rampaging mob to bring  
you those supplies?

Arnold nicks his thumb, clutches his hand.

ARNOLD  
My tech job made me soft.

Vic strides into frame, claps Arnold on the back.

VIC  
At Survival First, we appreciate a  
little pussy. But don't take it  
from me, let's see what our  
satisfied clients have to say.

INT. RAY & MAY'S HOUSE - LOUNGE - DAY

Schmaltzy MUSIC plays, soothing...

MAY, mid 20s, perches on a couch next to RAY, mid 20s. Two  
tanned, manicured specimens of suburban bliss.

SUPER: MAY, 27, WELL-BEING COACH.

MAY  
As a professional life coach and  
vegan I don't believe in using  
aggression to assert myself.

SUPER: RAY, 27, CONSULTANT & PROFESSIONAL SLACK-LINER.

RAY  
I once set free a whole box of  
Gummi Bears.  
(shrugs)  
I'm a Pisces...

MAY

But with so much anger in the world, we just knew we had to have a plan. A survival plan.

INT. SURVIVAL FIRST H.Q. - DAY

MUSIC continues as Vic strides from his office, hand outstretched to greet May and Ray.

MAY (V.O.)

I was unsure at first, but within seconds of meeting Vic, I knew we were in capable hands.

Vic, Ray and May are gathered around a table as Vic amiably guides them through a company handbook: pictures of gas-masks, radio equipment.

RAY (V.O.)

Vic helped us draw up our own Survival First custom plan. We even got a home visit by our personal survival consultant, Ricky.

INT. RAY & MAY'S HOUSE - HALLWAY - DAY

Ricky leads Ray and May around, clipboard in hand. He draws their attention to a window catch, as if to highlight its vulnerability.

RICKY (V.O.)

By far the biggest question I get from our clients is: when the good times go south, how do I ensure a consistent standard of living without leaving the safety of my home?

INT. RAY & MAY'S HOUSE - LOUNGE - DAY

Ray and May, on the couch as before.

MAY

When it comes to looting I worried we wouldn't be able to compete.

EXT. DOWNTOWN - STREET - DAY

Vic wanders the sidewalk, addressing the camera as he goes.  
Sounds of social collapse rage in the background

VIC

Maybe you're not comfortable with  
the idea of tangling with the  
masses, or a millennial who's just  
not up to the pressures of a  
pre-technological society.

He stops before a store-front. A steady stream of MASKED  
LOOTERS roam back and forth behind him.

VIC

Whatever the reason, one thing's  
for sure, martial law ain't no law  
at all. And there's no social media  
blog strongly worded enough to keep  
anarchy from having its way with  
you. So, let's talk about what we  
call 'Supply Acquisition'.

SUPER: SUPPLY ACQUISITION.

INT. SUPERMARKET - NIGHT

A background of SIRENS, GUNFIRE, SHOUTING.

LOOTER, 20s, snatches an item from a shelf and runs --

Straight into the iron grip of Ricky. Looter squirms, Ricky  
plucks the packet from his grasp, studies the label.

RICKY

Gelatin. Now that's an animal  
by-product.

He tosses it aside before sending the terrified Looter on  
his way.

Ricky wheels a shopping cart along the aisle.

RICKY

At Survival First not only do we  
cater for supply acquisition but  
we're trained to recognize and  
respond to specific dietary needs  
and trends.

Ricky stops at a shelf. He selects an item, checks the  
label, nods, satisfied.

RICKY  
 Certified Vegan, just look for the  
 logo.

Rapid FOOTFALLS --

Ricky spins to find a MASKED RIOTER charging up behind him.

Vic calmly steps between them, zaps the Rioter with a taser.  
 Rioter veers, SMASHES head-long into a display stand.

VIC  
 We're trained in non-lethal  
 measures, for your peace of mind.

EXT. RAY & MAY'S HOUSE - NIGHT

RATTLE of machine-guns, EXPLOSIONS in the background. THWACK  
 of helicopter rotors somewhere high above.

May and Ray open the door to Ricky. He brandishes a pair of  
 reusable grocery bags. They smile, grateful.

RICKY  
 Now that wasn't the secret knock.

MAY  
 (sheepish)  
 I know...I'm like so craving gelato  
 right now, you know how it is.

RAY  
 Did you acquire moisturizer?

RICKY  
 I gotcha, champ.

He hands over the bags with a smile and heads back along the  
 driveway toward the sidewalk.

RICKY  
 Thing is, I do know how it is.  
 That's my job. I'm good at it.

Vic appears, lockstep beside him in full macho swagger as  
 they address the camera.

VIC  
 Pay now and you can insure against  
 the worst case scenario.



RICKY

And with our range of flexible  
payment plans you get to decide the  
level of service that suits you.

VIC

Think of us like a four-o-one-k,  
but with muscle. Lots of muscle.

SUPER: HOME PROTECTION PLANS. SUPPLY ACQUISITION. CROWD  
CONTROL. NON-LETHAL FORCE. RE-ACCOMMODATION SERVICES (FOR  
UNDESIRABLES). POOL CLEANING.

INT. SURVIVAL FIRST H.Q. - DAY

Vic faces the camera. Survival First Inc. logo behind him.

VIC

So wherever the apocalypse might  
take us--

Ricky strides into shot.

RICKY

From socio-economic collapse and  
thermo-nuclear war--

VIC

To global pandemic and roving bands  
of cannibal pagans--

RICKY

Even the global warmage.

They trade a skeptical smirk.

VIC

At Survival First, we got your  
back.

INT. CHRISTY AND ARNOLD'S HOUSE - KITCHEN - DAY

Arnold, Christy and Lily sit around the table enjoying a  
game of Risk.

VIC (V.O.)

Because we believe everyone  
deserves a shot at survival. No  
matter what your chances.

The light-bulb flickers. The room shakes. Crockery RATTLES.  
Game pieces shimmy across the playing board.

All three exchange a knowing smile.

Arnold stands, phone to his ear, confident.

ARNOLD

Survival First? I'd like to report  
an apocalyspe.

SUPER: SURVIVAL FIRST. CERTAIN MEASURES FOR UNCERTAIN TIMES.

**FADE OUT**