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.
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.

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.

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.

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.

(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