

WONDER

New :30 Wonder Television Commercial "Neurons"



1. (Open on a frame of a heroic Professor Wonder holding a package of Wonder Bread.)
SUPER: PROFESSOR WONDER



2. (Professor Wonder confirms what moms know, that calcium, most frequently identified with milk, helps build strong bones.)
PW: Mom's know calcium helps build strong bones.



3. (With the help of a brain prop, Professor Wonder shares new news with mom; that calcium helps build strong minds.)
PW: But did you know it helps build strong minds too.
SUPER: WITH REGULAR EXERCISE AND A BALANCED DIET.



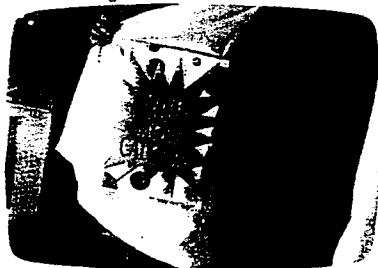
4. (In an attempt to further explain this new news, Professor Wonder uses a souped-up magnifying glass to look into Missy's brain.)
PW: Neurons in your brain need calcium to transmit signals



5. (Inside Missy's brain, Professor Wonder sees tired neurons that have obviously not gotten enough calcium.)
PW: With out it they can be, well, a little slow.



6. (Professor Wonder, with the help of mom, constructs a demonstration that will allow Missy to get her calcium.)
PW: Let's see what happens when you give them soft delicious Wonder Bread.



7. (A visual demonstration of the 200% more calcium enrichment in Wonder Bread.)
PW: A good source of calcium with vitamins and minerals.



8. (After Missy takes a bite of her sandwich, mom directs Missy to do her homework in order to show how well the calcium worked. Professor Wonder looks into her brain again.)
MOM: Missy, go do your homework.



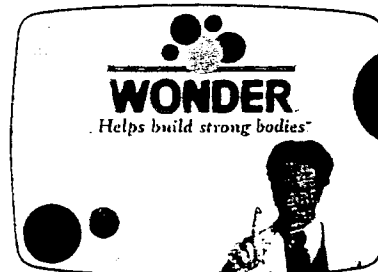
9. (Inside Missy's brain we see lively, active neurons.)
NEURON: Let's go guys, time to do homework.



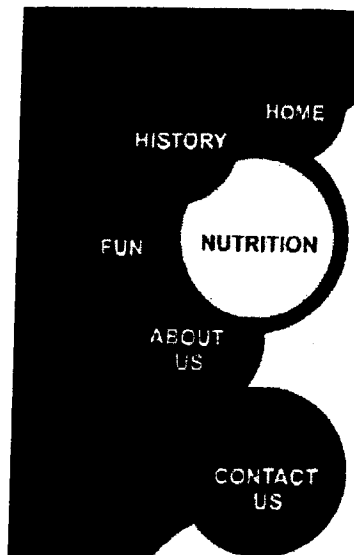
10. (Professor Wonder is amazed by what he just saw.)
PW: Wow! I've never seen anything like it!



11. (As we see the active neurons, Professor Wonder restates the new news we've just learned about calcium.)
PW: Calcium helps you remember things too.



12. (Closing scene, again with Professor Wonder and the Wonder Bread logo.)
PW: So remember, Wonder helps build strong bodies, and minds!



Calcium

Folic Acid

Other Nutrients



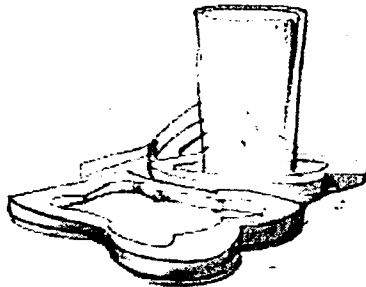
Did you know that bones and teeth make up 99% of the body's calcium content? As the glue that holds the body's entire framework together, calcium is an important nutrient for building strong bodies and minds.

Brain Food

Parents know calcium helps build strong bones, but did you know that with regular exercise and a balanced diet, calcium helps build strong minds too? Calcium can help you to remember things, which is good to know when you . . . ah, er, um, oh yeah, . . . lose your train of thought.

Calcium

Speaking of thinking. Everyone knows that your brain helps you think. But have you ever thought about your brain? As the main control center, the brain instructs the body on what to do, how to react as well as other basic functions. To communicate the different commands with your muscles, organs and nerves, the brain uses a vast network called the nervous system. In addition to the brain and spinal cord, the nervous system includes more than 100 billion nerves.



Although nerves are very small, they perform some very big, complex functions. When you need energy, your brain sends a message to your stomach to let you know that you're hungry and need nutrients to sustain your body. This messenger is known as a neuron. Also known as nerve cells, neurons electronically transmit these messages between the brain, spinal column and other nerves. The neurons in the brain require calcium to help transmit their signals. Without calcium, neurons can become a little slow.

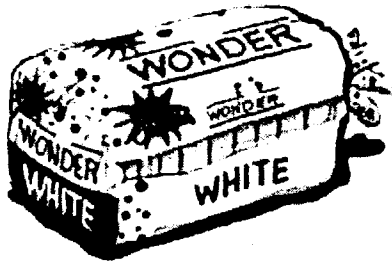
So, help your kids (and keep the whole family thinking sharply) by making sure they get enough calcium with a balanced diet and help from Wonder Bread.

Osteoporosis

Osteoporosis, which means "porous bones," is a disease in which bones become fragile. If not prevented, osteoporosis can lead to bone breaks, usually in the hip, spine, and wrist. Although there is no cure for osteoporosis, you can help prevent the disease by incorporating a balanced diet rich in calcium, which helps to build strong bones, during childhood and adolescence. According to government studies, more than 70% of American women don't get enough calcium in their diet. That's why it's so important to eat foods containing calcium like Wonder Bread.

Starting Young

Calcium also is needed for the heart, muscles and nerves to function properly and for blood to clot. Nutrition experts stress the importance of consuming enough calcium early in life, but unfortunately, national nutrition surveys show that many young girls consume less than half the amount of calcium recommended to grow and maintain healthy bones. In fact, 7 out of 10 kids do not get enough calcium. That's a problem. When the calcium intake doesn't meet the daily requirement, your body pulls what it needs from your bones, weakening them in the process. So getting the recommended daily amount of calcium is critical to helping your kids build strong bodies.



Your Skeletal Account

To visualize the importance of calcium, think of your body as a savings account. We deposit most of our bone and build bone mass during the first 30 years of our life. In fact, 75 to 85% of the skeleton's 206 bones are formed during adolescence. By about age 20, the average woman has acquired 98% of her skeletal mass. At age 30, bone mass starts to break down faster than it forms. If adequate amounts of calcium have not been stored, she is at risk for a number of diseases. In fact, deficiency of calcium has been linked to:

- high blood pressure
- stroke
- kidney stones
- and colon cancer

Parents already know that milk is a good source of calcium. But did you know that Wonder Bread is calcium fortified and now has 200% more calcium than regular white bread? So, when you're looking for a good source of calcium, go for the dough.

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