

NYSTA CANAL CORP.
 MARKETING VIDEO – WESTERN CANAL VERSION
 August 16, 2013

Video	Audio
<p>LONG SHOT OF CANAL WITH WATER ACTIVITY (Intro music in. Relaxed, ease into the narration.)</p> <p>COUPLE CYCLING ALONG CANALWAY TRAIL PAST BOATS</p> <p>PLEASURE CRAFT, SHORELINE</p> <p>PLEASURE BOAT LOCKING THROUGH, GATES OPENING</p> <p>PLEASURE BOATS ON THE CANAL LOCKING THROUGH</p> <p>KAYAKERS</p>	<p>NARRATOR: A modern wonder, its waters flow between Albany and Buffalo...</p> <p>...past a thousand miles of shoreline.</p> <p>From the Great Lakes to the majestic Hudson River, New York's Canal System begs to be explored.</p> <p>Beyond these giant steel gates, adventure awaits.</p>
<p>TOUR BOAT</p> <p>LOCK USER INTERVIEW</p> <p>LOCK TENDER INTERVIEW</p> <p>PLEASURE BOATS, PACKET BOAT, KAYAKERS AND TOURISTS IN PITTSFORD, BUSHNELLS BASIN AND FAIRPORT</p> <p>LOCK USER INTERVIEW</p> <p>JOGGERS, WALKERS ALONG CANAL TRAILWAY</p> <p>BRIDGES AND OLD BUILDINGS</p> <p>CANAL USER INTERVIEW</p>	<p>NARRATOR: Today's canal system hums with watercraft of every kind.</p> <p><i>LOCK USER: We absolutely love the lock system.</i></p> <p><i>NICK SALVATORE, LOCK TENDER: I've been a lock tender for 18 years. Boats from Russia, all over the world come through.</i></p> <p>NARRATOR: Travel by canoe or kayak, pontoon or packet boat. Marinas can outfit any adventure, or launch your own craft from many access points.</p> <p><i>LOCK USER: It's absolutely spectacular. You'll see people's homes, villages along the way, trees and wildflowers.</i></p> <p>NARRATOR: Alongside, the Canalway Trail lets you explore by foot or bike from one end of the state to the other.</p> <p>Past century-old lift bridges, buildings and stone works.</p> <p><i>CANAL USER: For me it's harkening back to an early part of America. This—journey—is something I wanted to experience.</i></p>

	<p>NARRATOR: Quaint villages and farms line the canal's western shores.</p>
<p>WESTERN NY FARMLAND, DOWNTOWN PITTSFORD, SENECA FALLS, FAIRPORT PEDESTRIAN TRAFFIC AND PLEASURE BOATS</p> <p>CANAL USER INTERVIEWS</p> <p>Fairport Bridge, Shopping</p> <p>Wineries on Cayuga Lake</p> <p>Colonial Belle</p> <p>Seneca Lake State Park Yacht club at Seneca Lake State Park</p> <p>Bushnell's Basin</p> <p>Packet boat departing</p> <p>Schoen Place</p>	<p>NARRATOR: Passing waterfronts tempt travelers to stop and explore. Fairport, Geneva and Seneca Falls all hum with canal-side and downtown shopping.</p> <p><i>GREG ANKENMAN: It's all the sights really.</i></p> <p><i>VO: ANKENMAN: and there's always people walking around it so it's fun to people-watch.</i></p> <p><i>ROBERT PRESTON: We came up the Hudson starting in lower Manhattan and we've had a ball.</i></p> <p><i>VO: PRESTON: The locking through experience is very, very easy.</i></p> <p>NARRATOR: Float beneath Main Street's century-old vertical lift bridge to shops at Fairport Village.</p> <p>Take in a nearby winery tour...</p> <p>...or a Day Cruise aboard the Colonial Belle.</p> <p>NARRATOR: Stretch your legs at nearby Seneca Lake State Park.</p> <p>Stroll historic sidewalks in Bushnell's Basin.</p> <p>Or board a packet boat at Pittsford's Schoen Place, a picturesque cluster of cafés and boutiques.</p>
<p>Canal user interviews</p> <p>Tourists, people, pleasure boats</p>	<p><i>THE CARLSONS: We saw a little bit about the canal in a tour magazine.</i></p> <p><i>DAVID KNIGHT: The most important thing is meeting some of the local people. And they</i></p>

	<i>really, they come out and they make you feel welcome.</i>
COLONIAL BELLE TIME LAPSE LOCK THROUGH PLEASURE BOATS IN FORT EDWARD TOURISTS FEEDING DUCKS ON CANALWAY TOURISTS EXITING WINE BOAT FERRY A CREWED SHELL LEAVING A RIPPLED WAKE LOCK 27 BUSHNELL’S BASIN BRIDGE TUG BOAT AND PLEASURE BOAT PASS AT SENECA LOCK FIREWORKS AT WATERFORD KAYAKER CALDWELL BELLE SENECA FALLS YACHT CLUB	<p>NARRATOR: Whether you seek solitude and peace... ...or excitement and adventure.</p> <p><i>CANAL USER: Great way to travel. Great way to have fun.</i></p> <p><i>I think it’s very special.</i></p> <p>NARRATOR: Discover New York State’s historic canal system.</p> <p><i>CANAL USER: New York State has a fantastic resource.</i></p> <p>NARRATOR: Two centuries of stories are already here.</p> <p>Yours is waiting to be written.</p> <p><i>CANAL USER: You're gonna find something.</i></p>