

Script: FISH FOR THOUGHT

How can you solve one problem with another problem?

13 million children in America live in homes where food is scarce.

This not only causes hungry nights but also lower test scores and attendance at school.

So, we invented a revolutionary way to solve this problem with another problem.

Carp.

Carp have overpopulated our rivers and lakes over the years,

Causing major ecologic and economic issues.

This has forced the Bureau of Land Management to start exterminating Carp in mass amounts.

But, we at Amazon saw this as an opportunity. So we invented the...

CARPE DIEM PROGRAM

By working with the Bureau of Land Management, we've turned a problem into a solution.

Fish sticks.

Fish & Chips.

Filets.

Sandwiches.

Gumbo.

Delivered to the homes of hungry children in high risk areas.

Literally giving them food for thought.

But, is Carp any good?

Just ask the millions of people around the world eating carp weekly.

It's a traditional dish, often saved for the most special of occasions.

But is Carp good *for* you?

Carp is a nutrient rich meat that
lowers the risk of heart attack,
Strengthens bones and teeth,
And boosts the immune system,
That's a healthy fish.

But the benefits didn't end there.

The Carpe Diem program has created over 10,000 jobs all over America,
Opened over 1,000 rivers for ecological rehabilitation.
Helped increase school attendance by 37%.
Graduated more high school seniors in high risk areas than in the last 20 years.
And most importantly,
fed hundreds of thousands of meals to hungry boys and girls in need.

We got pretty excited about this. But we weren't the only ones.

New York Times- This is what savory success looks like.

Rolling Stones- Can we get the Carpe Diem guys to fix the Techno scene?

Field & Stream- New list of America's best fishing trips post Carpe Diem. Prepare for an even bigger fish story.

Donald Trump Tweet- From the river to your door, the Carpe Diem program kicks butt! I wish North Korea could help their citizens as well. Not pointing any fingers.

Rene Tebo- Every Friday is Fish fryday at my house lol!

Mary Johnson- @Amazon can you figure out how to make sushi next?

Who knew problem solving could be solved with a problem.

Who knew great solutions could come from the river.

Amazon.