

HITCHCOCK FITNESS PSA - MARK SHYZER

Alfred Hitchcock, wearing a sweatband, stands awkwardly posed with a badminton racket raised mid-stroke.

HITCHCOCK
(incredibly dry,
somewhat stilted
delivery)

Hello, I'm Alfred Hitchcock. You may remember me as the director of such films as - that one movie your mom said gave her nightmares but when you watched it at the same age you were just like, when is it going to get scary?

I'm afraid you've caught me about to begin an invigorating round of badminton, a sport that I enjoy for its similarity to beating a small bird with a stick.

Badminton may be my chosen sport, but there are many other fun ways to elevate your heartbeat and invigorate the blood, including bicycling, running or jogging at a moderate pace, soft ball, plotting a murderous revenge, or hot yoga.

Many of these pursuits require only minimal equipment, such as a bicycle, a pair of good running shoes, a soft ball glove, which can often be loaned from a teammate, or a heavy blunt object. A vase or other ornamental statuary is recommended. For added irony, consider using an object that was originally gifted to you by its intended target.

Even in exercise, remember that moderation and consistency are key. Set a reasonable goal, such as running ten kilometers per week, or stabbing your sister in the kidneys while she sleeps, rather than attempting to run a marathon or commit a massacre right out of the gate. These will only lead to disappointment.

Hydration is important during exercise, so be sure to sip a bottle of water, quaff a glass of sports aide, or drink in the palpable fear of your enemies.

Remember that exercise provides many health benefits, none of which will prevent your inevitable death at the hands of a former lover. However, proper diet and exercise can marginally reduce the hideousness of your corpse.

Ignoring your physical fitness can have negative side effects, such as fatigue, muscle stiffness, and a slow descent into madness that leaves you sitting alone in a basement laughing at a man in a bald cap that only you can see.

So remember to stay active. I'm Alfred Hitchcock saying - fore.

Hitchcock hits the birdie into the audience.

BLACKOUT