

# Live with Regis and Kelly and Dr. Scholl's "High Heel-a-thon"

- Live's High Heel-a-thon to benefit *March of Dimes*
  - Dr. Scholl's For Her sponsored the race
    - Women ran 150 yards in their high heels
    - Three men entered and ran their own 50 yard race
  - Awarded over \$30,000 in prize money
  - Live donated \$50,000 to *March of Dimes*
- On-air and on-site
  - Broadcast race live from New York's Central Park
    - Multiple host mentions and product shots
    - Extensive race footage aired the following day
  - Featured Dr. Scholl's "Foot Rejuvenation Station"
  - Prominent signage along race route and booth banners
  - Logos on t-shirts, race bibs, gift bags, winner's check and podium backdrop
- Online
  - Customized microsite
  - Photo and video galleries
    - Behind-the-scenes coverage
    - Race Day recaps
    - Kelly's "training" video
  - Links to Dr. Scholl's products
- Results
  - Winner of a 2008 AdweekMedia BUZZ Award for "best integration of a brand into an existing event"
  - 500 participants from 41 states
  - Press coverage including ABC, Fox, *The Insider*, *New York Daily News*

**To make your high heels more comfortable:**

<p><b>Dr. Scholl's For Her® Open Shoe® Insoles</b></p> <p>Ultra-slim and discreet cushioning for strappy sandals and sling-backs.</p> 	<p><b>Dr. Scholl's For Her® Ball of Foot Cushions</b></p> <p>Gel waves cushion the sensitive ball-of-foot area.</p> 	<p><b>Dr. Scholl's For Her® Sole Expressions™</b></p> <p>Insoles in basic colors to compliment most shoes and in a fashionable print to add flair to your footwear.</p> 
---	---	---



For more information, contact Howard Levy  
212.625.5100, [Howard.Levy@disney.com](mailto:Howard.Levy@disney.com)