

LIVE! and Kmart

Mom's Dream Come True 2009, sponsored by Kmart

- LIVE! teamed with Kmart for their 2nd annual special, taped in Miami Beach at the beautiful Fontainebleau Hotel
- To honor moms and celebrate Mother's Day, the all-mom audience was flown in from around the country

On-Air

- Kmart donated over \$100,000 to honor deserving moms who shared their heartfelt Mother's Day stories
- One lucky mom, who was nominated by her husband, received a \$5,000 Kmart gift card
- An entire week of promotion for the sponsorship included co-branded tune-in bumpers, and culminated in the special which aired the Friday before Mother's Day

Online

- A custom, co-branded microsite includes on-air footage, and exclusive web video
- A Kmart branded album for viewers to post digital mother's day wishes and upload photos or video
- Direct links to Kmart gift ideas like jewelry, clothes accessories, and electronic gifts for mom

Results

- Large audience participation through album submissions
- Kmart will be returning in 2010 for the third straight year

Live with Regis and Kelly - Mother's Day 2009 - Windows Internet Explorer

Home | Show Info | Hosts | Videos & Photos | Fun Stuff | Tickets | Help

Mom's Dream come true 2009

Brought to you by Kmart

Watch VIDEO Messages from viewers!

Happy Mothers Day, Mom - We love you soo much!!!
Love, Jill

Mother's Day Highlights

Viewer Video Messages

her day
gift ideas from Kmart
Mother's Day Sunday is May 10

Kmart Digital Camera
Jacey Smith Great Beach Dress
Butter Organizer Tote
Diamond Full Heart Pendant
Digital Frame Keychain
Digital Photo Frame 7in
Jewelry Organizer

There's smart, and there's Kmart smart.™

Bad Hair week

Mom's Dream come true 2009
Brought to you by Kmart

LIVE! with Regis and Kelly
NEW ORLEANS

Mom's Dream 2009 WATCH highlights and web exclusives from this year's Mom's Dream Celebration in



For more information, contact Sandra Szahun
212.625.5120, Sandra.D.Szahun@Disney.com