

# LIVE! with Regis and Kelly and Kmart

## Mom's Dream Come True 2009, sponsored by Kmart

- LIVE! teamed with Kmart for the 2<sup>nd</sup> straight year of the special, taped in Miami Beach at the beautiful Fontainebleau Hotel
- Honored moms and celebrated Mother's Day in front of an all-mom audience

## On-Air

- Kmart donated over \$100,000 to honor deserving moms who shared their heartfelt Mother's Day stories as special guests
- 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



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



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