

Live With Regis And Kelly And Walgreens Beautiful Baby Search



LIVE'S ANNUAL

Beautiful **B A B Y** Search

IN PARTNERSHIP WITH

Walgreens
Taking pictures to a whole new place.™

Beautiful Baby Search

- Teamed with Walgreens to support photo department and baby products
- Contest invited viewers to share pictures of their Beautiful Babies to win prizes contributed by Walgreens
 - Grand prize: \$125,000 towards a college education
 - Finalists (4): won \$25,000 towards college
 - Semi-finalists (10) received \$1,000 Walgreen's gift cards
- Eight weeks of pre-promotion with on air mentions and bumpers
- In-program mentions during Beautiful Baby Week, including host discussion of gift cards, video footage of Walgreens store and display

Online Promotional Elements

- Live created Walgreens Baby Care Giveaway to drive traffic and highlight Walgreens branded products and gear
 - 75 winners, nearly 10,000 entries
- Walgreens inclusion within E-blasts to Live database
- Custom-branded web elements, including baby photo submission gallery, landing page and thank you pages
- Co-branded flash ads appeared on websites for ABC, Family Fun, Parenting Magazine, and Disney

Results Delivered

- Roughly 300,000 registrants
- Contest generated over 5 million page views
- Online, and offline local and national press coverage



For more information, contact:
Howard Levy 212.625.5100
Howard.Levy@disney.com

Home | Show Info | Hosts | Video & Photos | Fun Stuff | Store | Help

LIVE with Regis and Kelly IN PARTNERSHIP WITH Walgreens Beautiful **B A B Y** Search
Taking pictures to a whole new place.™ Show the world your Beautiful Baby!

Shave your Beautiful Baby pictures with friends and family! Walgreens makes it fast and easy. Upload your pictures to Walgreens.com/photo, where you can share and store them online, or have prints sent to any Walgreens nationwide!

Would you like to see your baby on the cover of Parenting magazine and win \$125K toward a college education?

Live with Regis and Kelly is searching for beautiful babies! If you have a photo of your baby we want to see it... and you just might see it on our show!

An additional \$100,000 dollars will be divided amongst our 4 runners-up, enough to be used toward 1 year of college! All 10 semi-finalists will each receive \$1,000 in Walgreens Gift Cards!

Enter Your Photo

Photo submissions must be received by 5pm ET January 10th, 2008

Get a sneak peek of this year's most beautiful babies! Visit Parenting magazine at www.parenting.com for a new photo gallery of 2008 Beautiful Baby Search entrants each week -- and for tips on how to take the perfect photo of your little one!

Click here to get a FREE trial issue of Parenting!

SUBWAY Eat Fresh! Last of Month To Believe Two tasty toasted subs with...

LIVE'S Beautiful **B A B Y** Gallery Click Here Keep checking as we add more photos!

And Live's Beautiful Baby 2008 is...

Ella! CLEANING WINNING POWER BOOSTER

Ella Segars Austin, TX

And here are photos of our four finalists from the Parenting Magazine photo shoot

Carlin Starkey Rockford, IL	Hali Harwood Wilmington, NC	Gianna Meis Hamden, CT	Cy Miller Greenburg, NJ

Keep your Beautiful Baby happy and healthy all year long.

From baby gear to baby care, Walgreens can help your little one grow bigger and stronger.

Walgreens

Visit walgreens.com/babyoffer for ways to save a bundle on your bundle of joy

Live With Regis And Kelly And Walgreens Beautiful Baby Search

Co-Branded Email

Photo Gallery

LIVE with Regis and Kelly

LIVE'S ANNUAL **Beautiful BABY Search**

Vote Online!

Cast your vote for the Top Five Finalists
ONE DAY ONLY
Monday, February 11th

[Click Here to Vote!](#)

Voting ends at 11:59pm ET

Walgreens
At Walgreens, you'll find everything you need to keep your baby happy and healthy. From baby gear to baby care, Walgreens can help your little one grow bigger and stronger.

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Show the world your Beautiful Baby!

Share your Beautiful Baby pictures with friends and family! Walgreens makes it fast and easy.

Upload your picture to Walgreens.com/BBSearch, share your submission and show them online, or have prints sent to any Walgreens store nearest!

Walgreens
Taking pictures to a whole new place.™

Roll over an image to enlarge >>>

Ryan Jasso Bonder	Sybil O'Keefe	Daphne Lee
Shawn Parker	Sydney and Kofee Smith	Sydney Grace Slowikowski
Tyler Wilcox	Vava Sullivan Recker	Addie Dewey
Anthony Masella	Ava	Driscoll Marth
Colton Jacob Hanley	Daisy Callardo	Elizabeth Emerson
Pace Casada	Jackson Desrosiers	Kaci Hanna Lorenz
Layne Doty/Elle Campbell	Leah Faith Ratto	Molly Marie Fairly
Holan M. Valook	Phoenix Mirano Walwyn	Savannah Palgo
Taylor Hal	Yuki Aljazeera Perry	Zachary

This gallery is a random selection from the many photos Beautiful Baby users have received!

Subway
Two tasty toasted subs with melted cheese just 8 GRAMS OF FAT. Tasting is believing.

[Back to Mail](#)

Flash Ad Featured on ABC.com and Partner Websites

LIVE with Regis and Kelly IN PARTNERSHIP WITH **Walgreens** Beautiful **B A B Y** Search

[Click to Enter](#)