

It's a Wonderful Contest Rules **George Bailey and Mary Bailey Look-alike Contest**

The Iowa Lottery invites adults to participate in a George Bailey and Mary Bailey Look-alike Contest. The Lottery is celebrating the holiday season with its new scratch ticket honoring the classic movie *It's A Wonderful Life* starring Jimmy Stewart and Iowa's own Donna Reed. Give us your best impression of George Bailey or Mary Bailey – the movie's main characters at one of the regional events to participate in the contest.

Regional George Bailey and Mary Bailey Look-alike contest events will be held at three locations around the state: Lindale Mall in Cedar Rapids, Merle Hay Mall in Des Moines and Southern Hills Mall in Sioux City. There will be six prizes awarded at each regional location: Mary Bailey - 1st, 2nd and 3rd Prizes and George Bailey – 1st, 2nd and 3rd Prizes. Each of the 1st Prize George Bailey and Mary Bailey Look-alikes will be posted on the Lottery's Web site where the public will be able to vote for its favorites. Voting for grand-prize winners will begin on Tuesday, December 9 at noon and conclude at noon on Thursday, Dec. 18. The public's favorite George Bailey and Mary Bailey will be announced on Friday, December 19 and each grand-prize winner will receive \$500 cash from the lottery.

Regional Contest Events

Friday, December 5 at 6:00 p.m. at Merle Hay Mall, Des Moines
Saturday, December 6 at 2:00 p.m. at Lindale Mall, Cedar Rapids
Sunday, December 7 at 2:00 p.m. at Southern Hills Mall, Sioux City

Prizes:

Regional Contest Event Prizes:

1st \$100 lottery coupons, \$100 mall gift card & *It's A Wonderful Life* DVD, bell, ornament, book, poster
2nd \$50 lottery coupons, \$50 mall gift card & *It's A Wonderful Life* DVD, bell, ornament, book
3rd \$25 lottery coupons, \$25 mall gift card & *It's A Wonderful Life* DVD, bell, ornament

Web Site Grand Prizes:

\$500 cash Public's voted favorite Mary Bailey
\$500 cash Public's voted favorite George Bailey

Entry and Eligibility

Entry to the George Bailey and Mary Bailey Look-alike Contest is accomplished by participating in one of the regional events. Participants must be 21 years of age or older. Each person may participate only once as either George Bailey or Mary Bailey at one of the regional contest events.

Each person entering the contest will appear before the judges and have his/her impression taped and photographed by a Lottery representative. The Iowa Lottery will provide the contest photographer and videographer. The Judges will evaluate the following:

Appearance: Wholesome, Mirror Character, Wardrobe
Quote: Audio, Image, Delivery
Personality: Pleasant, Appeal to Crowd, Crowd Reaction
and Overall Show

Lines for Contest

Lines from the movie *It's A Wonderful Life* have been selected for the contest and are listed below. There are two options to choose from for each character.

George Bailey

"You're thinking of this place all wrong. As if I had the money back in a safe. The money's not here. Your money's in Joes' house...right next to yours. And in the Kennedy house, and Mrs. Macklin's house, and a hundred others. Why, you're lending them the money to build, and then, they're going to pay it back to you as best they can..."

George Bailey

"Clarence. Clarence. Help me, Clarence. Get me back. Get me back. I don't care what happens to me. Get me back to my wife and kids. Help me Clarence, please. Please. I wanna live again. Please, God, let me live again."

Mary Bailey

"Bread...that this house may never know hunger. Salt... that life may always have flavor."

Mary Bailey

"Remember the night we broke the windows in this old house? This is what I wished for."

The judges reserve the right to strike entries if in their sole discretion any of the content is deemed inappropriate, unwholesome, unsuitable or not in keeping with the spirit of the contest. A panel of judges from the Donna Reed Foundation, local television and radio stations, and Lottery management will determine the regional contest winners. The 1st, 2nd, and 3rd place George Bailey and Mary Bailey look-alikes will be announced at the end of each regional contest event. The judges' decisions are final. The George Bailey and Mary Bailey 1st prize winner from each of the three regional contest events will have their impression posted on the Iowa Lottery Web site at ialottery.com.

The public will vote for its favorite George Bailey and Mary Bailey impressions at the Lottery's Web site. Each grand prize vote must be completed electronically and submitted between noon on Tuesday, December 9 and noon on Thursday, December 18 as specified at the Lottery Web site. Online voting forms that are printed out and mailed or hand delivered to the Lottery WILL NOT be accepted. Each grand prize voter must be 21 years of age or older and may vote for one George Bailey and one Mary Bailey. Each voter will enter his/her name, address, birth date and phone number along with his/her vote. The Iowa Lottery is not responsible for otherwise eligible votes that are missent or arrive after noon on Thursday, December 18, 2008. All grand-prize votes are final. The grand-prize winners will be the George Bailey and Mary Bailey look-alikes that receive the most valid votes. The grand-prize winners will be posted on the Lottery's Web site on Friday, December 19, 2008.

A registration and permission authorization form will be available one hour prior to the start of each regional event that each person entering the contest must complete and sign. The authorization form grants the Iowa Lottery permission to use his/her name and likeness for the It's A Wonderful Contest and publicity purposes. Likeness includes: photos, video, direct quotes, and/or audio clips. The Lottery will retain the exclusive ownership of the impression and likeness from the contest. Each person will rescind any ownership to transmit, distribute or impede these files. The likeness/impression will not be sold by the Lottery for any other purposes. By signing the form, entrants agree to indemnify and hold harmless the state of Iowa, and the Iowa Lottery Authority, its elected officials, appointees, employees, agents and volunteers from any judgments, liabilities, losses, settlements or damages, including reasonable attorney's fees incurred as a result of entrants participation in the contest.

Members of the Iowa Lottery Authority Board of Directors and Iowa Lottery Authority employees and their immediate families, as defined by statute, are not eligible to enter or vote in the contest. Further, officers, employees, agents, or subcontractors of any vendor who have access to confidential information, which may compromise the integrity of the Lottery, and their immediate families, as defined by statute, are not eligible. Judges for the Regional Contests and their immediate family living in their household are not eligible to enter the contest or vote.

Iowa Lottery Authority CEO's Discretion

If the CEO, or the CEO's designee, determines that an otherwise valid entry has been foiled by the intervention of a lottery employee, lottery retailer, or lottery vendor processing error, the CEO may authorize the replacement or reproduction of an eligible entry.

Technical Disclaimer

The Iowa Lottery is not responsible for and shall not be liable for:

- Any damage to an entrant's computer system that is directly or indirectly caused by accessing or downloading content from <http://www.ialottery.com> or otherwise participating in this promotion; or
- For any computer system, phone line, hardware, software or program malfunctions; or
- Other errors, failures, dropped or delayed computer transmissions or network connections that are human or technical in nature.

Without limiting the generality of the foregoing, the Iowa Lottery is not responsible for incomplete, illegible, misdirected, late, lost, damaged or stolen entries; or for lost, interrupted, inaccessible or unavailable networks, satellites, Internet Service Providers (ISP), website or other connections; or for miscommunications, failed, jumbled, scrambled, delayed, or misdirected computer, telephone or cable transmission; or for any technical malfunctions, failures, or difficulties, printing errors, clerical, typographical or other error in the offering or announcement of any prize or in any prize notification documents, or other errors of any kind or nature; or for the incorrect or inaccurate capture of information or the failure to capture information.

CAUTION: ANY ATTEMPT BY ANYONE TO DELIBERATELY DAMAGE THE WEB SITE OR UNDERMINE THE LEGITIMATE OPERATION OF THE PROMOTION MAY BE IN VIOLATION OF CRIMINAL AND CIVIL LAWS AND WILL RESULT IN DISQUALIFICATION IF THE INDIVIDUAL IS AN ENTRANT. IF SUCH AN ATTEMPT IS MADE, THE IOWA LOTTERY RESERVES THE RIGHT TO SEEK REMEDIES AND DAMAGES (INCLUDING ATTORNEY'S FEES) FROM ANY SUCH PERSON TO THE FULLEST EXTENT OF THE LAW, INCLUDING CRIMINAL PROSECUTION. SHOULD SUCH AN ATTEMPT BE MADE, THE IOWA LOTTERY RESERVES THE RIGHT TO CANCEL THE PROMOTION IF IT BECOMES TECHNICALLY CORRUPTED.