

ENDURING CHARM... TIMELESS CLASSIC...
UNFORGETTABLE CHARACTERS... LIFE-AFFIRMING
MESSAGE... *IT'S A WONDERFUL LIFE!*

"It's a Wonderful Life"

Enduring charm, a broad audience and a life-affirming message attracts fans of all ages! A generation-spanning gather-round-the-television tradition makes this timeless classic enjoyable to watch during the holiday season or any time of the year.



WHY LAUNCH AN *IT'S A WONDERFUL LIFE* INSTANT GAME?

- the film first premiered in 1946 and it has now become a tradition for millions and a staple of American TV programming between Thanksgiving and Christmas. *It's a Wonderful Life* has earned its rightful place in the lexicon of American popular culture
- ranked #11 on the American Film Institute's list of Greatest Films, *It's a Wonderful Life* is an indisputable movie classic
- *It's a Wonderful Life* is on *TIME* Magazine's list of top 100 movies of all time
- the movie was nominated for 5 Academy Awards, including Best Picture and Best Actor, Jimmy Stewart, in what Stewart called his favorite of all his feature films
- *It's a Wonderful Life* has been selected for preservation in the United States National Film Registry
- an instant game could be developed around a multi-scene ticket incorporating various classic moments/images from the film, including the use of the likenesses of Jimmy Stewart and Donna Reed, the film's two memorable leads
- with so many classic moments and unforgettable characters, the film inspires a lot of creative options for instant ticket designs that can be perfectly highlighted on a pouch game. "I wish I had a million dollars... Hot dog!" – One of the most memorable quotes of the movie, would translate well into a theme for an instant ticket
- attract players at retail with unique gift-giving ideas, such as instant ticket place cards for the dinner table or bottle neck tags, which make great stocking stuffers
- *It's a Wonderful Life* has been a sentimental favorite for decades with its enduring charm, a broad audience, and life-affirming messages that make it the perfect property for a holiday season launch.
- *It's a Wonderful Life* offers many popular merchandise options available for 2nd chance draw prize packs

BRAND new possibilities
instant **RESULTS**

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