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Press Release

Where in The World Is Liberace?

A kitschy-cool promotional contest sponsored by I Love Liberace™ to introduce their newly licensed products, the Liberace Lifesize Standup and the Liberace Tabletop Standup.



Las Vegas, NV, August 23, 2005 – “Show us your stuff” taunts I Love Liberace cofounder Michael Feder. Liberace fans are eligible to win an all-expense paid trip to Las Vegas just by submitting photographs that depict Liberace Standup “sightings” in remarkable situations or interesting surroundings.

The kickoff for the campaign will be at the MAGIC trade show in Las Vegas, which is held for three days beginning August 29th. Two press conferences are planned, August 30th at 2:30pm and August 31st at 11am. Each press event will be staged next to Liberace’s Volks Royce, booth #32671 (Streetwear, South Hall).

Representatives from The Liberace Foundation, The Riviera Hotel and Casino, Advanced Graphics and from I Love Liberace will be on hand to discuss the contest and its objective.

The promotion, authorized by the Liberace Foundation, will run from September 1 – November 30, 2005. A selected photograph from each week’s submissions will be posted on www.ILoveLiberace.com with the *Most Excellent Liberace Standup Photograph Award* chosen from all eligible submissions and announced December 5, 2005.

The *Most Excellent Liberace Standup Photograph Award* winner will receive a paid vacation to Las Vegas, Nevada including: a VIP tour of the Liberace Museum courtesy of The Liberace Foundation; VIP tickets to A Musical Tribute To Liberace starring Wes Winters, courtesy of Wes Winters; roundtrip air tickets from anywhere in the United States courtesy of TravelTempress.com; hotel room, meals and show tickets courtesy of The Riviera Hotel and Casino and Cardboard People courtesy of Advanced Graphics.

Liberace Lifesize Standup and Liberace Tabletop Standup are available at the Liberace Museum and online: www.CardboardPeople.com, www.liberace.org and www.ILoveLiberace.com.

A Liberace Standup purchase is not required to be eligible for entry. A version of the Liberace Standup will be available on www.ILoveLiberace.com for download to a printer.

Full contest details are available at www.ILoveLiberace.com.

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