



**SYNOPSIS** Regardless of the almost impossible odds—with the chances of winning a Powerball jackpot just one in almost 200 million—everyone dreams of winning the lottery. In fact, one of our favorite national pastimes is asking, “What would you do with all that money?” Directed by Jeffrey Blitz (*Spellbound*), *LUCKY* offers a glimpse into the world of lotteries by investigating what happens to the individuals who win them. Though coming from a diverse range of backgrounds, the lives of all these winners are radically transformed—some for the better, and some for the worse. Together, their stories illustrate what happens to human beings when material obstacles are suddenly wiped away.

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**NEW RELEASE: DOCURAMA**

# LUCKY

*A glimpse into the world of lottery winners*

- From Oscar®-nominated and Emmy®-winning director Jeff Blitz (*Spellbound*) and producers of *Little Miss Sunshine*.
- Every year, Americans spend \$62 billion on lottery tickets, making it by far the most popular form of paid entertainment.
- Broadcast premiere on HBO received positive reviews including *Variety* and the *LA Times*.
- Grassroots outreach to use lottery tickets and exclusive clips/strategies to tap into mass interest.
- Marketing and PR will leverage access to the acclaimed filmmakers and the winners featured in the film.

## PRODUCT INFORMATION

**DVD FEATURES:** Deleted Scenes

**SRP:** \$29.95 U.S. \$34.95 CAN

**FORMAT:** DVD Single

**PACKAGING:** Single Amaray

**LENGTH:** Approx. 82 mins + extras

**GENRE:** Documentary

**YEAR:** 2010

**LANGUAGE:** English

**COLOR:** Color

**WIDESCREEN:** Yes

**AUDIO FORMAT:** Stereo

**UNITS PER CARTON:** 30

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