

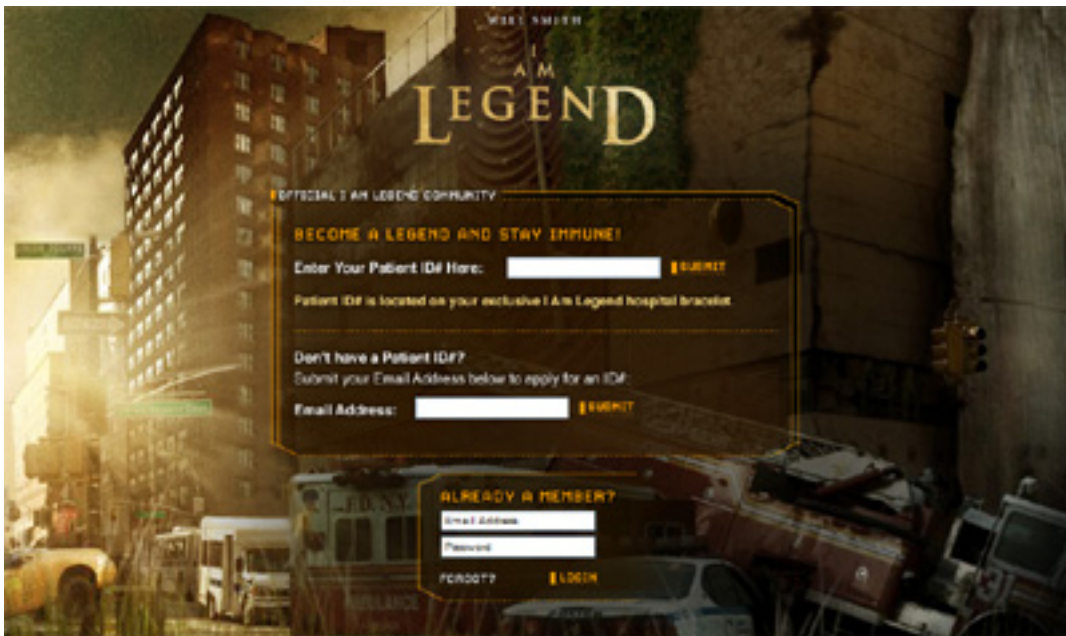
## HollywoodChicago.com to Distribute 125 I-Am-Immune.com Viral Bracelets For ‘I Am Legend’

Submitted by [HollywoodChicago.com](http://www.hollywoodchicago.com) [1] on November 20, 2007 - 1:11pm

- [Adam Fendelman](#) [2]
- [HollywoodChicago.com Content](#) [3]
- [I Am Legend](#) [4]
- [I-Am-Immune.com](#) [5]
- [The Dark Knight](#) [6]
- [Warner Bros.](#) [7]

❖ I’ve already received dozens of e-mails about this and haven’t even yet announced it. Viral word really does infect the Internet quickly, eh?

In any event, it’s true: We have received from Warner Bros. and will be divvying out 125 bracelets for access into [I-Am-Immune.com](#) [8], which is the new viral marketing site for the Will Smith film “I Am Legend”.



Fans of the “The Dark Knight” will feel some similarity to I-Am-Immune.com’s upcoming street challenges in cities across the U.S. You must have a bracelet to gain access to the site.

I have been informed that e-mails to “patients” will be sent on **Saturday, Nov. 24** directing those with bracelets to visit the “street challenges” section of the site.

There, the rules of the challenges will be explained and a secret location within 14 different U.S. cities will be revealed to snag a swag item.

Each item will have a relationship with the film and can be used to earn autographed posters, novels, gear and get you one step closer to winning tickets and a hotel stay in New York for the premiere of the film on Dec. 11.



Will Smith in “I Am Legend”.

*Image credit: IMDb*

Now, this hasn’t yet been announced:

**There’s a separate street team distributing the bracelets as well. HollywoodChicago.com has received a quantity of those and will be giving them to you and your friends.**



I can confirm there will be three street-challenge locations in Chicago: a video store, a car dealership and a golf range.

In order to get these bracelets into your hands with such quick turnaround without having to head to the post office again and again, I have arranged for my team to be in Chicago on Tuesday.

We value your time and assure you we'll be there with the bracelets. See below for the time, date and venue.

**Date:** Tuesday, Nov. 20  
**Time:** 7 to 9 p.m.  
**Venue:** [Dollop Coffee Co.](#) [9]  
**Address:** 4181 N. Clarendon Ave., Chicago

For those of you who aren't in Chicago or can't make this pickup, e-mail **adam [at] hollywoodchicago.com**. I have a method to get a bracelet to you quickly as well.

**Source URL (retrieved on *Mar 29 2024 - 6:19am*):** <http://www.hollywoodchicago.com/2007/11/hollywoodchicagocom-to-distribute-125-i.html>

- Links:**
- [1] <http://www.hollywoodchicago.com/users/hollywoodchicagocom>
  - [2] <http://www.hollywoodchicago.com/news/adam-fendelman>
  - [3] <http://www.hollywoodchicago.com/news/hollywoodchicagodotcom-content>
  - [4] <http://www.hollywoodchicago.com/news/i-am-legend>
  - [5] <http://www.hollywoodchicago.com/news/i-am-immunecom>
  - [6] [http://www.hollywoodchicago.com/labels/dark\\_knight.html](http://www.hollywoodchicago.com/labels/dark_knight.html)
  - [7] <http://www.hollywoodchicago.com/news/warner-bros>
  - [8] <http://www.i-am-immune.com>
  - [9] [http://local.google.com/maps?f=q&hl=en&geocode=&time=&date=&ttype=&q=Dollop,+Chicago&sll=37.0625,-95.677068&sspn=50.644639,81.738281&ie=UTF8&latlng=41957981,-87649744,850262759963796591&ei=gnVCR\\_ulOlmiqwKrQ6iqAg&sig2=BNGLsIJA3hp8idMcNHEOAQ&cd=1](http://local.google.com/maps?f=q&hl=en&geocode=&time=&date=&ttype=&q=Dollop,+Chicago&sll=37.0625,-95.677068&sspn=50.644639,81.738281&ie=UTF8&latlng=41957981,-87649744,850262759963796591&ei=gnVCR_ulOlmiqwKrQ6iqAg&sig2=BNGLsIJA3hp8idMcNHEOAQ&cd=1)