

# KELO 101.9 FM The Most Deserving Mom

## OFFICIAL RULES

(To be used when prizes are valued at or over \$600)

- .01 NAME OF PROMOTION: KELO-FM The Most Deserving Mom
- .02 SPONSORS: Merry Maids
- .03 DESCRIPTION OF PRIZE(S): Maid service for one year from Merry maids, once every other week, up to 1.5 hours per cleaning. Service to be performed on either Mondays, Tuesdays or Wednesdays, for a total of 26 cleanings. The first cleaning must start within two weeks of being awarded. Cleaning must start within two weeks of winning. Winner must live within the city of Sioux Falls or within 15 miles of Sioux Falls.
- .04 VALUE OF PRIZE(S): Approx \$3,432  
(Note: Winners are responsible for all taxes and other fees on this/these amount(s))
- .05 PROMOTION METRO AREA: Sioux Falls, SD MDA  
(as defined by Arbitron)
- .06 MINIMUM AGE TO ENTER: Eighteen (18)
- .07 HOW TO ENTER:  Complete an entry form located on the KELO 101.9 FM website at [www.kelofm.com](http://www.kelofm.com)  
AND/OR  
 Complete an entry form available at the following locations:  
500 South Phillips Avenue, Sioux Falls, SD 57104  
AND/OR  
 For a free entry form, send a self-addressed, stamped envelope to:  
500 South Phillips Avenue, Sioux Falls, SD 57104  
AND/OR  
 See Addendum A, incorporated herein by reference.
- .08 DEADLINE FOR RECEIPT OF ENTRIES: 05/07/14 at 11:59am CST
- .09 COMPLETED ENTRY FORM SUBMISSION ADDRESS: KELO-FM The Most Deserving Mom Promotion Entry  
c/o Midwest Communications, Inc., Marketing Department,  
500 South Phillips Avenue, Sioux Falls, SD 57104
- .10 PROMOTION PERIOD: Promotion Begins: 04/11/14 at 5am CST  
Promotion Ends: 05/07/14 at 12:00pm CST
- .11 NUMBER OF WINNERS: 1
- .12 METHOD OF SELECTION OF WINNER(S):  Winner(s) will be determined by a random drawing from all eligible entries received to be held on or about 05/07/14 at 12pm CST at 500 South Phillips Avenue, Sioux Falls, SD 57104  
OR  
 See Addendum B, incorporated herein by reference.
- .13 PRESENCE REQUIREMENT:  Winner(s) need to be present to win  
OR  
 Winner(s) need not be present to win
- .14 DEADLINE FOR CLAIMING/ REDEEMING PRIZE(S): 05/12/14

- .15 ALL PRIZES WILL BE AWARDED:  Yes  
OR  
 No
- .16 ALTERNATE WINNER(S):  Yes  
(if potential winner(s) do(es) not OR  
qualify, decline(s) acceptance of  No  
prize(s), or is unreachable/unavailable)
- .17 OFFICIAL RULES REQUEST ADDRESS: KELO-FM The Most Deserving Mom Official Rules, c/o Midwest Communications, Inc., Marketing Department, 1420 Bellevue Street, Green Bay, WI 54311
- .18 WINNER(S) LIST REQUEST ADDRESS: KELO-FM The Most Deserving Mom Winner List, c/o Midwest Communications, Inc., Marketing Department, 1420 Bellevue Street, Green Bay, WI 54311
- .19 DEADLINE FOR RECEIPT OF WINNER(S) LIST REQUESTS: 05/12/14

Winner will be notified.

Prize will be awarded upon completion of all legal paperwork with Midwest Communications, Inc./WRIG, Inc.

**Winner will receive a 1099 for value of this prize package. In addition the winner must pay state sales tax (in form of cash or money order) in amount of \$205.92 at the time of claiming prize.**

Prize is non-transferable before acceptance of prize.

Winner is responsible for all taxes and additional expenses, including but not limited to any: baggage fees, itinerary change fees, gratuities, tour provider/airline fuel surcharge fees, personal incidentals, passport fees and trip interruption costs.

Midwest Communications, Inc./WRIG, Inc. is not responsible for any changes, delays or trip interruptions of any kind. It is recommended that winners investigate travel insurance protection for some prize packages.

#### Additional Rules

In addition to these Official Rules, this Promotion is also subject to the Midwest Communications, Inc./WRIG, Inc. Official Rules for All Contests which are either incorporated herein by reference as Addendum C on the station website.

## **ADDENDUM A**

### **HOW TO ENTER**

At [kelofm.com](http://kelofm.com) complete "The Most Deserving Mom" contest entry form and tell us in 500 characters or less, why a special person in your life deserves to win free cleaning service for a year from Merry Maids.