

**WDAY 93.7 FM Y94 Baby New Year  
OFFICIAL RULES**

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

- .01 NAME OF PROMOTION: WDAY-FM Y94 Baby New Year
- .02 SPONSORS: Mommy's Maternity & Nursing
- .03 DESCRIPTION OF PRIZE(S): Grand Prize: Mommy's Maternity: \$250.00 gift certificate and two (2) Taylor Swift Tickets for her concert at the Fargodome in Sept. 2015  
  
Runner Up #1: Free Massage gift Certificate  
Runner Up #2: Free Massage gift Certificate
- .04 VALUE OF PRIZE(S): Various  
(Note: Winners are responsible for all taxes and other fees on this/these amount(s))
- .05 PROMOTION METRO AREA: Fargo, ND DMA  
(as defined by Arbitron)
- .06 MINIMUM AGE TO ENTER: Eighteen (18)
- .07 HOW TO ENTER:  Complete an entry form located on the WDAY 93.7 FM website at www.y94.com  
AND/OR  
 Complete an entry form available at the following locations:  
1020 South 25<sup>th</sup> Street, Fargo, ND 58103  
AND/OR  
 For a free entry form, send a self-addressed, stamped envelope to:  
1020 South 25<sup>th</sup> Street, Fargo, ND 58103  
AND/OR  
 See Addendum A, incorporated herein by reference.
- .08 DEADLINE FOR RECEIPT OF ENTRIES: 12/26/2014 at 10:00am CST
- .09 COMPLETED ENTRY FORM SUBMISSION ADDRESS: WDAY-FM Y94 Baby New Year Promotion Entry  
c/o Midwest Communications, Inc., Marketing Department,  
1020 South 25<sup>th</sup> Street, Fargo, ND 58103
- .10 PROMOTION PERIOD: Promotion Begins: 12/12/2014 at 8:00am CST  
Promotion Ends: 01/05/2015 at 8:00am CST
- .11 NUMBER OF WINNERS: up to 3
- .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 \_\_\_\_\_ at \_\_\_\_\_ CST at 1020 South 25<sup>th</sup> Street, Fargo, ND 58103  
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): 01/12/2015

- .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: WDAY-FM Y94 Baby New Year Official Rules, c/o Midwest Communications, Inc., Marketing Department, 1420 Bellevue Street, Green Bay, WI 54311
- .18 WINNER(S) LIST REQUEST ADDRESS: WDAY-FM Baby New Year 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: 01/12/2015

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.  
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

Registration for "Baby New Year" contest will begin at approximately 8:00AM EST on Friday, Dec. 12, 2014 and end at 11:59PM EST on Friday, December 26, 2014

To secure your entry in the Contest you must enter via the following method(s)

1. Beginning around 8:00am on Friday, Dec. 12, 2014 go to [www.Y94.com](http://www.Y94.com), click on the contest entry link and complete an official entry form including your Baby's First Name and Last Initial, Baby's month, day and year of birth, Baby's Gender, Submitters Name, Submitter's relation to the baby (mother, father or legal guardian), Submitters Email address, Submitter's phone number including area code, Submitter's Street address including zip code, Submitter's Gender and Submitter's Date of Birth.
2. A photo of the child will also need to be submitted. The person submitting the photo must be the mother, father, or legal guardian of the baby in the photo. The picture that is uploaded must be a current photo of the baby. Each baby that is entered must be birth to less than 24 months of age as of Jan. 1, 2015. The photo can not be a professional photo taken by a photographer due to copyright rules.
3. Entries and photos can also be dropped off at our studios, located at 1020 S 25th St. Fargo, ND 58103. Return of original photos cannot be guaranteed.
4. Photos can also be mailed with all the requested information included to Y94 Baby New Year Entry C/O Midwest Communications, INC. 1020 S 25th St. Fargo, ND 58103. Return of original photos cannot be guaranteed.
5. All registration entries must be received by 11:59 PM CST on Friday, December 26, 2014. NO EXCEPTIONS.
6. Limit one (1) entry per child.
7. All photo submissions must be of a baby that has been born. We will not accept ultrasound photos of a baby that is still in the womb.
8. All submissions become the sole property of WDAY-FM and will not be returned.
9. The Contest Entities are not responsible for lost, stolen, damaged, mis-delivered, mangled, incomplete or late entries of for entries not received due to difficulty accessing the Internet, service outages or delays, computer difficulties or other technological glitches.
10. Each submission must not contain copyrighted materials or any other materials that may be restricted prohibited or outlawed by federal, state or local laws.
11. The Contest Entities in the sole discretion, reserve the right to disqualify any submission if such submission contains illegal, indecent or otherwise offensive material, or if such act contains material whose content is deemed at the sole discretion of the Contest Entities to be unsuitable for the public or broadcast on WDAY-FM (i.e. pictures must be clean and no nudity). All decisions are final.
12. Any entries whose submission does not comply with these rules will be disqualified.

## ADDENDUM B

### METHOD OF SELECTION OF WINNER

Each entrant meeting all eligibility & registration requirements of the official.

The Contest Entities are not responsible for votes not received due to difficulty accessing the internet, service outages or delays, computer difficulties or other technological glitches.

Anyone can vote as many times as their computer will allow them to access the page at Y94.com and submit their vote.

The voting period for each baby will be determined after submission deadline. The voting periods will be done alphabetically.

The Voting Schedule will be as follows:

i. Voting Period 1

1. Between Monday, December, 29, 2014 at 8:00am CST and Friday, Jan. 2, 2015 at 8:00am CST any listener can go online to [www.Y94.com](http://www.Y94.com) and vote for their favorite baby.
2. The ten (10) babies that receive the most votes during Voting Period 1 will qualify to be a part of the Top Ten.

In the event that there is a tie for the 10th and final spot, then the station will have an independent judge select their favorite baby to continue on.

Top Ten Voting

1. Between Friday, Jan. 2, 2015 at 8:30am CST and Monday, January 5 at 5:59am CST any website viewers can go online to [www.Y94.com](http://www.Y94.com) and vote for their favorite baby.
2. The baby that receives the most votes during the voting period will win the grand prize and be crowned Y94s Baby New Year. In the event that there is a tie for first place, then the station entities will tally the total number of votes the babies have received throughout the contest to select the winning baby.

The babies that receive the 2nd & 3rd most votes will be awarded runner-up prizes.

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On Monday, January 5th, 2015, between the hours of 8am and 10am, the winner of Y94s Baby New Year will be announced on-air and via our website and social media sites.