

**WDAY 93.7 FM Pick Your Purse  
OFFICIAL RULES**

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

- .01 NAME OF PROMOTION: WDAY-FM Pick Your Purse
- .02 SPONSORS: Palm Beach Tan & The Old Broadway
- .03 DESCRIPTION OF PRIZE(S): Designer handbags and assorted prizes
- .04 VALUE OF PRIZE(S): Assorted  
(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 <http://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: 05/07/15 at 7:00 pm CST
- .09 COMPLETED ENTRY FORM SUBMISSION ADDRESS: WDAY-FM Pick Your Purse Promotion Entry  
c/o Midwest Communications, Inc., Marketing Department,  
1020 South 25<sup>th</sup> Street, Fargo, ND 58103
- .10 PROMOTION PERIOD: Promotion Begins: 03/30/15 at 7:25am CST  
Promotion Ends: 05/07/15 at 8:00pm CST
- .11 NUMBER OF WINNERS: up to 200
- .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): NOON 05/30/15 PLEASE NOTE: Failure of winner or winner/guest to complete the proper paperwork and pay taxes (if applicable) will void prize without any further prize consideration

- .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 Pick Your Purse Official Rules, c/o Midwest Communications, Inc., Marketing Department, 1420 Bellevue Street, Green Bay, WI 54311
- .18 WINNER(S) LIST REQUEST ADDRESS: WDAY-FM Pick Your Purse 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: 06/01/15
- .20 PROXY ALLOWED AT PRIZE GIVEAWAY:  Yes  
OR  
 No

**If YES:**

Proxies for the grand prize drawing WILL be allowed. Winner or their proxy must be on-site at time of drawing parameters. If you must send a proxy to this event, the following steps must be taken to have a proxy in your place. Failure to follow this will void person from acting as proxy.

- #1: Qualifier must put in writing who the person is that will be representing them at drawing. This statement must include the proxy legal phone number, mailing address and phone number.
- #2: This information must be signed by qualifier and have signature notarized.
- #3: Proxy will bring with them your Registration Form that is completed & signed by Qualifier.
- #4: Upon acceptance of this letter your proxy will legally represent you at the drawing.

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

Winner will be required to show Photo ID before completing winner paperwork. This will be done at 1020 South 25th Street, Fargo, ND 58103 at the pre-determined date and time

Winner will receive a 1099 in the approximate amount of \$value of prize(s) are over \$600.00 of this prize package.

In addition, the winner will need to pay sales tax (exact cash/money order) in the approximate amount of \$Various if needed of this prize package at the time of accepting prize and completing paperwork.

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.

## HOW TO ENTER – ADDENDUM A

#1: Register online at [Y94.com](http://Y94.com)

#2: complete an entry form at our studios 1020 S 25th St, Fargo, ND 58104

#3: On May 7, 2015 complete an entry form at the Old Broadway (22 Broadway North, Fargo ND 58102) from 6-7pm.  
Must be 21+ and have a valid drivers license or ID.

## ADDENDUM B

### METHOD OF SELECTION OF WINNER

Winning names will be announced at approx 7:25am, 10:25am, 1:25pm and 3:25pm. The person whose name is called will have nine (9) minutes thirty-seven (37) seconds to call 701-237-4487 to claim their prize, a designer handbag of their choice. The contestant may only choose from the purses on display at Y94.com and not already "picked" at that time. Once a purse is "picked" it will be removed from availability on the website and designated as "picked". If the person whose name is announced and does not call back within 9 minutes 37 seconds, the prize will be forfeited with no further prize/cash consideration. Their name will then be re-submitted for future drawings. The contest will resume again at the next playtime. Entries not selected can be retained for subsequent drawings. All prize claims are subject to verification of the claimant's eligibility and compliance with the Official Rules. Winner must pick purse at the time of call back, no exceptions. Once a winner chooses that purse/prize, that decision is final. No substitutions allowed.

The names of each daily qualifier will be published on WDAY-FM social media pages

Note: due to the nature of our programs that are heard online over the internet, contests heard on the radio station's Internet audio stream are slightly delayed from the times the contest heard on the broadcast station, and will be running behind the broadcast signal. Thus, all contests heard are delayed. This delay can last for 30 seconds up to several minutes. For this contest, WDAY-FM will start counting down the 9 minutes 37 seconds as noted above when the announcement is made on the radio (ie FM broadcast signal at 93.7).

All prize claims are subject to verification of the claimant's identification as the actual person named on the selected entry, eligibility and compliance with these contest rules. WDAY-FM/Midwest Communications, Inc. will verify the actual intended winner by checking appropriate personal identification such as driver's license, passport or other state or federal identification. Obtaining the verification information of the correct winner will initially be conducted by telephone by verifying their name, address, telephone number and/or email address. After an authorized employee of WDAY-FM/Midwest Communications, Inc. declares the participant a winner, the winner must pick up his or her prize at the Y94 Purse Party May 7, 2015 or within 5 business days after the party at the offices of WDAY-FM/Midwest Communications, Inc. during normal business hours (8am to 5pm) Monday thru Friday. Winner must pick up prize in person showing proper identification and cannot send proxy to pick up prize.

Winners are responsible for all taxes on a prize and for any expense. Prizes awarded are not redeemable for cash. WDAY-FM/Midwest Communications, Inc. reserves the right to substitute a prize of similar value.

\*\*\*\*\*

Final Grand Prize Qualifiers MUST BE PRESENT TO WIN at the Y94 Purse Party, May 7, 2015 at Old Broadway (22 Broadway North, Fargo ND 58102) .

During the Final Grand Prize giveaway winning names will be announced beginning at approx. 7pm, May 7, 2015. Exact registration details will be sent to all qualifiers.

WDAY-FM/Midwest Communications, Inc. reserves the right to amend the rules to any contest at any time. The decision of Midwest Communications, Inc is final.

Bonus purse winners (including but not limited to Win Live on Location) are not eligible for the Grand Prize, however, they are still eligible to be a daily purse winner.

WDAY-FM/Midwest Communications, Inc. reserves the right to amend the rules to any contest at any time.

The decision of Midwest Communications, Inc is final.