

KELO 92.5 FM THE MOST DESERVING MOM

OFFICIAL RULES

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

- .01 NAME OF PROMOTION: KELO 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 Monday's or Tuesday's, total of 26 cleanings. The first cleaning must start within 30 days of being awarded.
- .04 VALUE OF PRIZE(S): approx. \$3,081.00
(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 92.5 FM website at 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: 5/10/2013 at 8:00 AM CST
- .09 COMPLETED ENTRY FORM SUBMISSION ADDRESS: KELO 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: 04/15/2013 at 12:01am CST
Promotion Ends: 05/10/2013 at 9:00 am CST
- .11 NUMBER OF WINNERS: One (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 05/10/2013 at approx 8:50 am 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): 05/17/2013

- .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 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 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: 06/08/2013

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 the approx amount of \$3081.00.

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 find the "The Most Deserving Mom" contest entry form and tell us in 500 characters or less, why a special woman in your life deserves to win free cleaning service for a year from Merry Maids