

WIXX 101.1 FM March for Babies - Most Precious Baby Contest

OFFICIAL RULES

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

- .01 NAME OF PROMOTION: WIXX March for Babies - Most Precious Baby Contest
- .02 SPONSORS: Women's Care of Wisconsin;
- .03 DESCRIPTION OF PRIZE(S): \$100 Gas Card
- .04 VALUE OF PRIZE(S): Approx. \$100
(Note: Winners are responsible for all taxes and other fees on this/these amount(s))
- .05 PROMOTION METRO AREA: Green Bay-Appleton, WI DMA
(as defined by Arbitron)
- .06 MINIMUM AGE TO ENTER: Twenty-One (21)
- .07 HOW TO ENTER: Complete an entry form located on the WIXX 101.1 FM website at www.wixx.com
AND/OR
 Complete an entry form available at the following locations:
1420 Bellevue St, Green Bay, WI 54311
AND/OR
 For a free entry form, send a self-addressed, stamped envelope to:
1420 Bellevue St, Green Bay, WI 54311
AND/OR
 See Addendum A, incorporated herein by reference.
- .08 DEADLINE FOR RECEIPT OF ENTRIES: 04/12/2013 at 11:59pm CST
- .09 COMPLETED ENTRY FORM SUBMISSION ADDRESS: WIXX March for Babies - Most Precious Baby Contest Promotion Entry
c/o Midwest Communications, Inc., Marketing Department
1420 Bellevue St, Green Bay, WI 54311
- .10 PROMOTION PERIOD: Promotion Begins: 03/20/2013 at 9:00am CST
Promotion Ends: 04/26/2013 at 8:00am CST
- .11 NUMBER OF WINNERS: ONE
- .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
1420 Bellevue St, Green Bay, WI 54311
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): 04/30/13
- .15 ALL PRIZES WILL BE AWARDED: Yes
OR
 No

- .16 ALTERNATE WINNER(S): Yes
 (if potential winner(s) do(es) not
 qualify, decline(s) acceptance of
 prize(s), or is unreachable/unavailable) OR
 No
- .17 OFFICIAL RULES REQUEST ADDRESS: WIXX March for Babies - Most Precious Baby Contest Official Rules,
 c/o Midwest Communications, Inc., Marketing Department, 1420
 Bellevue Street, Green Bay, WI 54311
- .18 WINNER(S) LIST REQUEST ADDRESS: WIXX March for Babies - Most Precious Baby Contest 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: 04/30/13

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.

HOW TO ENTER – ADDENDUM A

Registration for “March for Babies - Most Precious Baby” contest will begin at approximately 9:00AM CST on Wednesday, March 20, 2013 and end at 11:59 PM EST on Friday, April 26th at 8:00am, 2013.

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

1. Beginning approx 9:00am on Wednesday, March 20, 2013 go to www.wixx.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, Submitters Email address, Submitter's phone number including area code, Submitters Street Address including zip code, Submitters Gender and Submitters 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 under 24 months of age as of April 12, 2013. The photo can not be a professional photo taken by a photographer due to copyright rules.
“WIXX” must be organically placed in the photo (not edited-in after photo was taken) to qualify.

3. Entries and photos can also be dropped off at our studios, located at 1420 Bellevue St. Green Bay, WI. Return of original photos can not be guaranteed. Entry must be accompanied with all information listed above in #1 and #2.

4. Photos can also be mailed with all the requested information included to March for Babies - Most Precious Baby Contest c/o Midwest Communications WIXX 1420 Bellevue St Green Bay, WI 54311. Return of original photos can not be guaranteed. Entry must be accompanied with all information listed above in #1 and #2.

5. All registration entries must be received by 11:59 PM EST on Friday, April 12th 2013. 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 WIXX-FM and will not be returned.

9. The Contest Entities and WIXX/Midwest Communications are not responsible for lost, stolen, damaged, mis-delivered, mangled, incomplete or late entries or 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 their 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 WIXX (i.e. pictures must be clean and no nudity.)

12. Any entries whose submission does not comply with these rules will be disqualified without notice.

Eligibility Restrictions:

a. The contest is open to babies age birth to 24 month (present age of the baby as of 4/12/2013) residing in the States of Wisconsin or Michigan. The official contestant/submitter must be 21 years of age or older as of April 12, 2013; must reside in the States of Wisconsin or Michigan and must be the mother, father, or legal guardian of the child.

b. Employees of the WIXX (the “Station,”) its licensee, its corporate parents, subsidiaries and affiliates, its advertising agencies, participating sponsors/promotional partners, other radio stations in the Green Bay, Appleton/Oshkosh, WI, and the members of their immediate families and/or households are ineligible to participate or win. Subject to all applicable federal, state and local laws and regulations.

ADDENDUM B

METHOD OF SELECTION OF WINNER

Each entrant meeting all eligibility and registration requirements of these official rules will be posted on www.wixx.com where listeners can view the entries.

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 who signs up at www.wixx.com for the 101 Club can vote ONE time.

The voting schedule is as follows:

Monday, April 15th at approx. 10am the voting will begin.

On Friday, April 26th at 8am voting will end.

At that time, the qualified entry with the most votes will be deemed the winner. If the person with the highest vote total can not/does not accept the prize the prize will go to the second highest vote recipient. The entry with the highest vote total will receive no further prize consideration for their involvement in this contest.