

**WIXX 101.1 FM The Lion King "Pride Rock" Valentines Contest**  
**OFFICIAL RULES**

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

- .01 NAME OF PROMOTION: WIXX The Lion King "Pride Rock" Valentines Contest
- .02 SPONSORS: Disney's "The Lion King" at the Fox Cities P.A.C., The Landmark Resort and Bay Area Diamond Company
- .03 DESCRIPTION OF PRIZE(S):  
\*2 Tickets to Disney's "The Lion King" at the Fox Cities P.A.C. for the Thursday, April 11, 2013 performance  
\*1 diamond ring (14 Karat White Gold Contemporary Ring with 1.11 Carat Brilliant Round Enhanced Vivid Irradiated Blue Diamond with SI2 Clarity and 15=0.08 Carat Total Weight Round Diamonds) from Bay Area Diamond Company  
\*1 overnight stay at The Landmark Resort
- .04 VALUE OF PRIZE(S): Approx. \$5539.00  
(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](http://www.wixx.com)  
AND/OR  
☒ Mail your complete entry 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: 2/10/2013 at 11:59pm CST
- .09 COMPLETED ENTRY FORM SUBMISSION ADDRESS: WIXX The Lion King "Pride Rock" Valentines Contest Promotion Entry  
c/o Midwest Communications, Inc., Marketing Department  
1420 Bellevue St, Green Bay, WI 54311
- .10 PROMOTION PERIOD: Promotion Begins: 1/29/13 at 12:00am CST  
Promotion Ends: 2/14/13 at 11:59pm 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): 2/15/13 before 4:30pm

- .15 ALL PRIZES WILL BE AWARDED: ☒ Yes  
OR  
☐ No
- .16 ALTERNATE WINNER(S):  
(if potential winner(s) do(es) not qualify, decline(s) acceptance of prize(s), or is unreachable/unavailable) ☒ Yes  
OR  
☐ No
- .17 OFFICIAL RULES REQUEST ADDRESS: WIXX The Lion King "Pride Rock" Valentines Contest Official Rules, c/o Midwest Communications, Inc., Marketing Department, 1420 Bellevue Street, Green Bay, WI 54311
- .18 WINNER(S) LIST REQUEST ADDRESS: WIXX The Lion King "Pride Rock" Valentines 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: 02-15-2013

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 approx amount of \$5539.00.**

**Sales tax in the amount of approx \$292.55 must be paid before prize can be claimed.**

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

Listeners submit an essay through WIXX.COM of WHO they love and are proud of and a brief (1000 words or less) explanation as to WHY they are proud of that person.

Submission period is from 12:01am on 1/29/13 to 11:59pm on 2/10/13 on line. For entries delivered via US Mail they must be delivered to WIXX by Noon, Friday, February 8, 2013. No exceptions. Not responsible for late delivery. Any hard copy entries must be legible and will not be edited for grammar or spelling

## **ADDENDUM B**

### **METHOD OF SELECTION OF WINNER**

Submissions will be voted on by listeners at WIXX.COM. Entry that receives the most votes wins. One vote per contest length per user. You must be a 101 Club member to vote.

Voting period is from approx. 10am on 2/11/13 to 11:59pm on 2/14/13. Winner will be announced on the Murphy in the Morning Show on 2/15/13.