

Newsradio 620 WTMJ – Original Cream Puffs Social Media Contest Rules

OFFICIAL RULES

NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN. A PURCHASE OR PAYMENT WILL NOT INCREASE YOUR CHANCE OF WINNING.

Starting on Wednesday, February 2, 2022 and ending on Wednesday, February 9, 2022 fans will have the chance to win a grand prize of a 6-pack of cream puffs. Fans can qualify to win the prize by commenting on the daily Cream Puff This or That post on the official WTMJ Facebook page. The WTMJ Facebook page will post a new Cream Puff This or That graphic each weekday at 8am CST which fans must comment on by 4pm CST in order to be eligible for that day's grand prize. After 4pm each weekday of the contest, one fan's comment will be randomly selected to win the grand prize. Fans may comment once each day of the promotion but may only win once. There will be a total of (6) grand prize winners by the end of the promotion.

1. HOW TO ENTER

- a. These rules govern the Original Cream Puffs Social Media Contest Rules promotion (the "Promotion") being conducted by Newsradio 620 WTMJ, 720 E Capitol Drive, Milwaukee, WI 53212 ("GKB") beginning on Wednesday, February 2, 2022 at 8am CST and ending on Wednesday, February 9, 2022 at 4pm CST.
- b. To participate in the Promotion, you may enter via the following method(s):
 - Comment on the daily Cream Puff This or That Facebook post on the WTMJ page by 4pm CST. The WTMJ marketing team will randomly select (1) of the eligible comments to win the grand prize.
- i. To participate in the Promotion, you must visit and like the official WTMJ Facebook page at <https://www.facebook.com/620wtmj> ("Page"). You must have a valid Facebook account in order to enter. If you do not already have one, you can create a Facebook account at no cost by visiting <http://www.facebook.com>. Limit one (1) entry per eligible person per day during the Entry Period regardless if entrant has more than one email address or Facebook account. Multiple participants are not permitted to share the same email address or Facebook. Participants wanting to enter the contest must also comment on the daily Cream Puff This or That post by 5pm CST on the above official WTMJ Facebook page in order to be eligible to win the grand prize. The WTMJ Facebook page will post a new Cream Puff This or That graphic each weekday at 8am CST for the contest. The grand prize winners will be randomly selected after 5pm CST each day of the promotion and contacted by the marketing team through Facebook with further instructions on picking up their prize. Entries submitted may not be acknowledged or returned. Proof of submission of an entry shall not be deemed proof of receipt by GKB. Internet entrants are subject to all notices posted online including but not limited to GKB's Privacy Policy. Use of

Facebook as a means of entry will be subject to Facebook's privacy policy and terms of service. By participating in the Promotion, entrant understands that he or she is providing his or her information to GKB and not Facebook. Further, entrant specifically agrees to release Facebook from any and all liability associated with this Promotion. The Promotion is in no way sponsored, endorsed or administered by, or associated with, Facebook.

- c. (1) entry is allowed per Facebook per day account for this contest.

2. ELIGIBILITY RESTRICTIONS

- a. The Promotion is open to all persons who are 18 and who reside in Wisconsin. Employees of GKB, its subsidiary and affiliated entities, GKB's advertising and promotional agencies, its participating sponsors, Milwaukee metropolitan area and the members of their immediate families (spouse, parents, siblings, or children) and/or households (whether related or not) are ineligible to participate or win. This Promotion is subject to all applicable federal, state and local laws and regulations and is void where prohibited.
- b. Listeners are eligible to win a prize in a Promotion conducted by GKB only once every seven (7) days and only once every thirty (30) days if the prize is valued over \$600. Only one (1) winner per household is permitted in any GKB promotion.
- c. The winner must provide valid government-issued photo identification and provide his or her complete address, date of birth and phone number to claim a prize.
- d. Entrants are required to provide truthful information and GKB will reject and delete any entry that it discovers to be false or fraudulent. GKB will disqualify any entry from individuals who do not meet the eligibility requirements.

3. PRIZES

- a. (6) grand prizes will be awarded in this Promotion. Each prize consists of (1) 6-pack of cream puffs, \$22 ARV.
- b. All prizes or prize certificates may be picked up at the Valentine's Day drive through event at the Wisconsin State Fair Park on February 11-14, 2022. The winner will forfeit any prize or prize certificate not claimed at the event by February 14, 2022. In the event that a prize or prize certificate is mailed to the winner, it will be with the prior written consent of the winner and therefore, winner assumes the risk of its loss. GKB is not responsible for the safe arrival of a prize or prize certificate.

- b. There is no substitution, transfer or cash equivalent for prizes, except that GKB may, at its sole discretion, substitute prizes or cash of comparable value. The prizes are expressly limited to the item(s) listed above and unless otherwise expressly specified, do not include taxes, gratuities or any other expenses. Other restrictions may apply.

4. WINNER SELECTION AND NOTIFICATION

- a. Decisions of GKB management with respect to the Promotion are final.
- b. (1) winner will be randomly selected each weekday starting on Wednesday, February 2, 2022 and ending on Wednesday, February 9, 2022 for (6) winners total. Winners will be randomly selected from the eligible comments.
- c. All final winners will be determined by Wednesday, February 9, 2022 at 4pm CST.
- d. Odds of winning a grand prize is dependent upon the number of eligible comments on each daily Cream Puff This or That graphic.
- e. Qualifiers and the Grand Prize winner need not be present to win.
- f. The winner must execute and return any required affidavit of eligibility and/or liability/publicity release by Friday, September 24, 2021 at 5pm CST or prize will be forfeited. If a potential winner cannot be contacted, fails to sign and return the required affidavit of eligibility and/or liability/publicity release within the required time period, or if a prize or prize notification is returned as undeliverable, the potential winner forfeits the prize.

5. CONDITIONS

- a. Payments of all federal, state and local taxes are solely the responsibility of the winner. The winner will be required to complete and submit an IRS Form W-9 with the winner's full Social Security Number or the equivalent for receipt of any prize valued at \$600 or more or for any prizes awarded by GKB in a calendar year with an aggregate value of \$600 or more. Failure to submit a complete W-9 or equivalent will result in forfeiture of the prize. Such winnings of \$600 or more will be reported to the IRS.
- b. By participating in the Promotion, the winner agrees to have the winner's name, voice and likeness used in any advertising or broadcasting material relating to the Promotion without additional financial or other compensation, and, where legal, to sign a publicity release confirming such consent prior to acceptance of the prize.

- c. Prior to awarding any prize(s) or prize certificate(s), GKB, in its sole discretion, may require Promotion winner(s) (and any travel companion(s) or guest(s)) to sign a liability release, agreeing to release and hold harmless GKB, its subsidiary and affiliated entities, their respective officers, shareholders, directors, employees, agents and representatives and all of their successors and assigns from and against any and all claims or liability arising directly or indirectly from the prize and participation in the Promotion.
- d. If for any reason this Promotion cannot be executed as planned, including, but not limited to, as a result of infection by computer virus, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the control of GKB that corrupt or affect the security, administration, fairness, integrity or proper conduct of the Promotion, or if the Promotion is compromised or becomes technically corrupted in any way, electronically or otherwise, the Station reserves the right to cancel, terminate, suspend, or modify the Promotion. If the Promotion is terminated before the original end date, GKB reserves the right to select the winner(s) by random drawing from among all eligible non-suspect entries received as of the termination time/date or otherwise modify the procedure for selecting winner(s).
- e. GKB, in its sole discretion, reserves the right to disqualify any person tampering with the entry process or the operation of GKB's website. Failure to comply with the rules of the Promotion may result in a contestant's disqualification and/or forfeiture of any prize or prizes. If GKB makes a good faith determination that an entrant has cheated or committed fraudulent activity in connection with a Promotion, GKB reserves the right to disqualify that entrant from entering and/or winning future Promotions and to prosecute and seek damages to the fullest extent permitted by law.
- f. GKB reserves the right to make changes in the rules of the Promotion, including, without limitation, the substitution of a prize of equivalent value, which will become effective upon announcement. If due to circumstances beyond the control of GKB, any competition or prize-related event or travel is delayed, rescheduled, postponed or cancelled, GKB reserves the right, but not the obligation, to cancel, terminate, suspend, or modify the Promotion and shall not be required to award a substitute prize.
- g. GKB is not responsible for typographical or other errors in the printing, the offering or the administration of the Promotion or in the announcement of a prize.
- h. For a copy of these Official Rules, send a self-addressed stamped envelope for receipt by Wednesday, February 9, 2022 to "Original Cream Puffs Social Media Contest Rules – Official Rules," Attn: Promotions, GKB 720 E Capitol Drive, Milwaukee, WI 53212. For the names of the prize winners send a self-addressed stamped envelope for receipt by Wednesday, April 6, 2022. to the above address marked "Original Cream Puffs Social Media Contest Rules – Winner List." The

Official Rules and the Winner List (when completed) shall also be available during regular business hours at the main offices of GKB and may be posted online at WTMJ.com.

Administrator: Good Karma Brands Milwaukee, LLC, 720 E Capitol Drive, Milwaukee, WI 53212

Sponsor: Original Cream Puffs, (414) 266-7111,
<https://www.originalcreampuffs.com/contact.html>