



# WWDK - FM 94.1 DUKE FM Cow Pie Bingo!

## Contest Rules

- .01 NAME OF PROMOTION: WWDK - FM 94.1 DUKE FM Cow Pie Bingo!
- .02 SPONSORS: Choice Farm Market
- .03 DESCRIPTION OF PRIZE(S): One winner will win ten (10) American Express gift cards valued at \$100 each for a total value of \$1000.
- .04 VALUE OF PRIZE(S):  \$ 1,000.00 (Approx. Fair Market Value)  Varies \_\_\_\_\_
- .05 PROMOTION METRO AREA: Lansing, MI DMA  
*(As defined by Nielsen)*
- .06 MINIMUM AGE TO ENTER:  18  21  Other \_\_\_\_\_
- .07 HOW TO ENTER:  Complete an entry form located on WWDK - FM website at [www.941theduke.com](http://www.941theduke.com)  
 Complete an entry form available at the following locations:  
 Midwest Communications Inc, 2495 Cedar St Ste 18C, Holt, MI 48842  
 For a free entry form, send a self-addressed stamped envelope with request to:  
 Midwest Communications Inc, 2495 Cedar St Ste 18C, Holt, MI 48842  
 See Additional Contest Notes, incorporated herein by reference.
- .08 DEADLINE FOR RECEIPT OF ENTRIES: 09/20/2025 12:00  am  pm EST
- .09 COMPLETED ENTRY FORM SUBMISSION ADDRESS: Midwest Communications, Inc. - 94.1 DUKE FM Cow Pie Bingo!  
2495 Cedar St Ste 18C, Holt, MI 48842
- .10 PROMOTION PERIOD: Promotion Begins: 08/28/2025 08:00  am  pm EST  
 Promotion Ends: 09/20/2025 03:00  am  pm EST  
*(\*Due to the nature of radio, all times are approximate)*
- .11 NUMBER OF WINNERS:  Up to 1  Number of winners dependent on contest play
- .12 METHOD OF SELECTION OF WINNER(S):  Winner(s) will be determined by a random drawing from eligible entries received to be held on or about 09/20/2025 03:00  am  pm EST  
 (all times approximate) at:  
 Midwest Communications Inc, 2495 Cedar St Ste 18C, Holt, MI 48842  
 See Additional Contest Notes, incorporated herein by reference.
- .13 PRESENCE REQUIRMENT:  Winner needs to be present to win  
 Winner does not need to be present to win
- .14 DEADLINE FOR CLAIMING/ REDEEMING PRIZE(S): Noon, EST on 09/26/2025

- .15 ALL PRIZES WILL BE AWARDED:  Yes  
 No
- .16 ALTERNATE WINNER(S):  Yes  
*(If a potential winner is disqualified, declines or forfeits prize, or is unreachable or unavailable)*  No
- .17 OFFICIAL RULES REQUEST ADDRESS: Midwest Communications, Inc.- 94.1 DUKE FM Cow Pie Bingo!  
Contest Rules, 2495 Cedar St Ste 18C, Holt, MI 48842
- .18 WINNER(S) LIST REQUEST ADDRESS: Midwest Communications, Inc. -94.1 DUKE FM Cow Pie Bingo!  
Winner List, 904 Grand Avenue, Wausau, WI 54403
- .19 DEADLINE FOR RECEIPT OF WINNER(S) LIST REQUESTS: 09/22/2025
- .20 PROXY ALLOWED AT PRIZE GIVEAWAY:  Yes *\*(If yes is checked, steps that must be taken will appear below.)*  
 No

- **No purchase or payment of any kind is necessary to enter or win a prize. A purchase or payment will not increase an entrant's chances of winning.**
- **Winner will be notified. Prize will be awarded upon completion of all legal paperwork with Midwest Communications, Inc./WRIG, Inc.** *Note: Failure of winner/guest to complete the proper paperwork will void win without further consideration and no prize will be awarded.*
- **Winner will be required to show Photo ID before completing winner paperwork to establish identification and address to claim prize. This will be done at the pre-determined date and time arranged after winning at: Midwest Communications Inc, 2495 Cedar St Ste 18C, Holt, MI 48842**
- **Please note, when physical checks are awarded as a prize or part of a prize package, they must be cashed within 90 days of check date or check will be voided without further consideration and not re-issued.**
- **Any unused portions of the prize package are forfeited and prize packages have no trade or return value. When issued as part of a prize, amounts due over the value of the prize gift cards, vouchers, or in-store credits are the sole responsibility of contest winner and are subject to the contest sponsor's terms.**
- **Midwest Communications, Inc/WRIG, Inc is not responsible for any changes, delays, cancellations or interruptions of any kind. It is recommended that winners investigate travel insurance protection for some prize packages.**
- **Winner is responsible for all additional related expenses not expressly included in the prize package, including but not limited to baggage fees, itinerary changes, gratuities, meals, beverages, passports, personal incidentals, trip interruptions, etc., when applicable.**
- **In compliance with the IRS, winner will receive a Form 1099-Misc from Midwest Communications, Inc./ WRIG, Inc. for the total value of all claimed prizes in the calendar year if the sum is equal to or greater than \$600. This contest is valued at up to: \$ 1,000.00**
- **All Contests are also subject to Midwest Communications, Inc./WRIG, Inc. Official Rules which are either incorporated herein by reference as Addendum C or on the station website.**

## ADDITIONAL CONTEST NOTES

### HOW TO ENTER:

Listeners are invited to tune in to 94.1 DUKE FM weekdays and weekends 8AM, 11AM, 2PM and 5PM to hear the Cash Cow MOO! When the cow moos, listeners will then text MOO to 517694DUKE (5176943853) for a chance to qualify. 94.1 DUKE FM will draw one qualifier from each days entries from Thursday, August 28, 2025 through Wednesday, September 16, 2025. Those 20 on air qualifiers will join us at Choice Farm Market, 4212 E Holt Rd, Webberville, MI 48892 at 11:00am Saturday, September 20, 2025 for game play and our live broadcast. On air qualifiers will choose at random a bingo square at our game play location in the order in which they were qualified on the air. 94.1 DUKE FM will also invite spectators who show up at our live broadcast to enter a drawing on-site at Choice Farm Market. Five (5) of those who register on-site will be drawn as qualifiers to then pick at random one of the final five (5) bingo squares for a chance to play that day. All 25 qualifiers are bound by the rule of only one qualifier and winner per household per address. Bingo play will begin at Noon on 9/20/25.

### COW PIE BINGO PLAY:

A large field or pasture area at Choice Farm Market will be divided into 25 bingo squares. 24 random numbered squares and one free square in the middle, just like a regular bingo card. Each square will be approximately 2 to 4 feet wide. A live cow will be brought into the grid area and will be allowed to roam around and eventually drop a cow pie on the bingo board. The winner will be the qualifier/person who owns the square where the first cow pie lands. If the cow pie overlaps multiple squares, the square with the largest portion covered will be determined by a panel of judges and the decision of the judges will be final. The bingo game will end when the cow drops the first pie. Should an unforeseen circumstance happen where the cow is not be able to drop a pie at approximately 3 hours after the beginning of game play, the winner will be decided by a random drawing of one of the 25 bingo squares. If the cow drops a pie outside of the bingo squares, it doesn't count.

Please be aware that if a contest participant becomes a qualifier, they cannot transfer their qualifying status to someone else. You can try to become a qualifier as often as you like until you become an actual qualifier and then you become game eligible and can no longer qualify. You can only qualify once during the entire contest and there can be only one winner per household per address.

If you feel that you are a qualifier and have not received information pertaining to such, please contact the station during standard business hours at 517-699-0111. Prize must be accepted as a "prize package".

**\*\* Please play safely. If you are driving during play, you must pull over to a safe location before texting. \*\***

***Note:** Due to the nature of our programs that are heard on-line, contests heard on the radio station's Internet audio stream are slightly delayed from the time the contests heard on the broadcast station and may be running behind the broadcast signal. Thus, all contests heard are delayed. This delay can last for 30 seconds up to several minutes. This means that when the station announces winning names in this contest, listeners to the on-line audio stream may be at a disadvantage in participating over those listeners who hear the contest on conventional radio. For this contest, the station will start counting down when the announcement is made on the radio broadcast signal.*