



Contest Rules

- .01 NAME OF PROMOTION: KDAL - FM Pick Your Purse 2025
- .02 SPONSORS:
- .03 DESCRIPTION OF PRIZE(S): Variety of designer purses to choose from.
- .04 VALUE OF PRIZE(S): ☐ _____ (Approx. Fair Market Value) ☒ Varies Assorted values
- .05 PROMOTION METRO AREA: Duluth, MN-Superior, WI DMA
(As defined by Nielsen)
- .06 MINIMUM AGE TO ENTER: ☒ 18 ☐ 21 ☐ Other _____
- .07 HOW TO ENTER: ☒ Complete an entry form located on KDAL - FM website at www.my957.com
☐ Complete an entry form available at the following locations:
Midwest Communications, Inc., 11 E Superior St Ste 380, Duluth, MN 55802
☐ For a free entry form, send a self-addressed stamped envelope with request to:
Midwest Communications, Inc., 11 E Superior St Ste 380, Duluth, MN 55802
☐ See Additional Contest Notes, incorporated herein by reference.
- .08 DEADLINE FOR RECEIPT OF ENTRIES: 10/24/2025 12:45 ☐ am ☒ pm CST
- .09 COMPLETED ENTRY FORM SUBMISSION ADDRESS: Midwest Communications, Inc. - Pick Your Purse 2025
11 E Superior St Ste 380, Duluth, MN 55802
- .10 PROMOTION PERIOD: Promotion Begins: 09/29/2025 07:45 ☒ am ☐ pm CST
Promotion Ends: 10/24/2025 12:45 ☐ am ☒ pm CST
(*Due to the nature of radio, all times are approximate)
- .11 NUMBER OF WINNERS: ☒ Up to 60 ☐ 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 ☐ am ☐ pm CST
(all times approximate) at:
Midwest Communications, Inc., 11 E Superior St Ste 380, Duluth, MN 55802
☒ 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, CST on 11/24/2025

- .15 ALL PRIZES WILL BE AWARDED: ☐ Yes ☒ No
- .16 ALTERNATE WINNER(S):
(If a potential winner is disqualified, declines or forfeits prize, or is unreachable or unavailable) ☐ Yes ☒ No
- .17 OFFICIAL RULES REQUEST ADDRESS: Midwest Communications, Inc.- Pick Your Purse 2025 Contest Rules, 11 E Superior St Ste 380, Duluth, MN 55802
- .18 WINNER(S) LIST REQUEST ADDRESS: Midwest Communications, Inc. -Pick Your Purse 2025 Winner List, 904 Grand Avenue, Wausau, WI 54403
- .19 DEADLINE FOR RECEIPT OF WINNER(S) LIST REQUESTS: 10/27/2025
- .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., 11 E Superior St Ste 380, Duluth, MN 55802
- 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.
- 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: Complete an entry form located on KDAL-FM website at www.my957.com

Starting September 29, 2025, winners' names will be announced Monday through Friday at approximately 7:45 AM, 8:45 AM, and 12:45 PM..

If your name is called, you will have nine (9) minutes and fifty-seven (57) seconds to call 218-768-69957 and claim your prize - a designer handbag of your choice!

Prize Selection Rules:

- Contestants may only select from handbags displayed at my957.com that have not already been "picked."
- Once a handbag is claimed, it will be removed from the website and marked as "picked."
- If a contestant does not call back within the allotted time, the prize is forfeited with no further prize or cash consideration. Their entry will then be re-submitted into future drawings.
- The contest continues with the next scheduled playtime.
- Non-selected entries remain eligible for subsequent drawings.
- All prize claims are subject to verification of eligibility and compliance with the Official Rules.

Important Notes:

- Winners must select their handbag at the time of their call. Once chosen, the decision is final. No substitutions are allowed.
- KDAL-FM (My 95.7) / Midwest Communications, Inc. reserves the right to amend contest rules at any time.
- Playback of winning calls may be aired to sound "live" outside the 15-minute window.
- By entering, you grant permission for your call to be recorded and your voice to be used on the air.
- All decisions made by Midwest Communications, Inc. are final.

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