

CONTEST RULES

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- 1) NAME OF PROMOTION: KDAL - FM Pick Your Purse Fall 2026
- 2) SPONSOR(S):
- 3) DESCRIPTION OF PRIZE(S): Variety of designer purses to choose from.
- 4) VALUE OF PRIZE(S): ☐ _____ (Approx. Fair Market Value) ☒ Varies Assorted Values
- 5) PROMOTION METRO AREA: (as defined by Nielsen) Duluth, MN-Superior, WI DMA
- 6) MINIMUM AGE TO ENTER: ☒ 18 ☐ 21 ☐ Other _____
- 7) HOW TO ENTER:
- ☒ Complete an entry form located on the KDAL - FM website at: www.my957.com
- ☐ Complete an entry form available at the following location:
Midwest Communications, Inc., 11 E Superior St Ste 380, Duluth, MN 55802
- ☐ For a free entry form, send a self-addressed, stamped envelope to:
Midwest Communications, Inc., 11 E Superior St Ste 380, Duluth, MN 55802
- ☐ See Additional Contest Notes, incorporated herein by reference.
- 8) COMPLETED ENTRY FOR SUBMISSION ADDRESS: Midwest Communications, Inc. - Pick Your Purse Fall 2026
11 E Superior St Ste 380, Duluth, MN 55802
- 9) PROMOTION PERIOD:
- Promotion Begins: Monday Sep 21, 2026 07:45 ☒ am ☐ pm CST
- Promotion Ends: Friday Oct 30, 2026 12:45 ☐ am ☒ pm CST
- (*Due to the nature of radio, all times are approximate)
- 10) DEADLINE FOR RECEIPT OF ENTRIES: Friday Oct 30, 2026 12:45 ☐ am ☒ pm CST
- 11) NUMBER OF WINNERS: ☒ Up to 90 ☐ Number of winners dependent on contest play.
- 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 ☐ am ☐ pm CST
(all times are approximate) at:
Midwest Communications, Inc., 11 E Superior St Ste 380, Duluth, MN 55802
- ☒ See Additional Contest Notes below, incorporated herein by reference.
- 13) PRESENCE REQUIREMENT: ☒ Winner(s) need to be present to win
☐ Winner(s) need NOT be present to win
- 14) DEADLINE FOR CLAIMING/ REDEEMING PRIZE(S): Noon, CST on Monday Nov 30, 2026

15) ALL PRIZES WILL BE
AWARDED:

☐ Yes OR ☒ No

16) ALTERNATE WINNER(S):

(if a potential winner is disqualified, declines or forfeits prize, or is unreachable or unavailable)

☐ Yes OR ☒ No

17) OFFICIAL RULES REQUEST
ADDRESS:

Midwest Communications, Inc. - Pick Your Purse Fall 2026
Contest Rules, 11 E Superior St Ste 380, Duluth, MN 55802

18) WINNER(S) LIST REQUEST
ADDRESS:

Midwest Communications, Inc. - Pick Your Purse Fall 2026
Winner List, 904 Grand Ave, Wausau, WI 54403

19) DEADLINE FOR RECEIPT OF
WINNER(S) LIST REQUESTS:

Tuesday Nov 03, 2026

20) PROXY ALLOWED AT PRIZE
GIVEAWAY:

☐ Yes OR ☒ No * If YES is checked, steps that must be taken will appear below.

- 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 required. This contest is valued at up to: **Assorted Values.**
- **All Contests are also subject to Midwest Communications, Inc./WRIG, Inc. Official Rules** which are incorporated herein by reference as Addendum C on the station website.

***** ** Please play safely. If you are driving during contest 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.*

ADDITIONAL CONTEST NOTES

HOW TO ENTER: Complete an entry form located on KDAL-FM website at www.my957.com

Between Monday, September 21, 2026, at approx 7:45 am CST through Friday, October 20, 2026 at approx 12:45 pm CST winners' names will be announced on KDAL-FM, 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 218-786-9957 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.