

WLLD – FM
“Dr. Adams Curvy Claus” Official Contest Rules

These rules apply to WiLD 94.1’s Dr. Adams Curvy Claus Contest (“Contest”) conducted by Beasley Media Group, LLC d/b/a WLLD-FM (“Station”). **In addition, the General Contest Rules posted at www.wild941.com apply to this Contest. If there is a conflict between the General Contest Rules and the Rules for this Contest, the Rules for this Contest shall control.**

1. HOW TO ENTER

- a. The Contest will begin on November 18, 2019 and end on December 13, 2019.
- b. To participate in the Contest and enter online, visit www.wild941.com and follow the links and instructions to enter the Contest and complete and submit the online entry form beginning on November 18, 2019 at 5:00pm Eastern Time (“ET”) and ending on December 13, 2019 at 10:00am ET (“Online Entry Period”). Online entrants are subject to all notices posted online including but not limited to the Station's Privacy Policy. Limit one (1) entry per eligible person during the Online Entry Period regardless if entrant has more than one email address. Multiple entrants are not permitted to share the same email address. Entries submitted may not be acknowledged or returned. Proof of submission of an entry shall not be deemed proof of receipt by the Contest administrator.
- c. At the time of entry, entrants must also upload an original, unedited photograph with a Christmas Theme. Photo must include the entrant’s face for all entries. Entrants may only elect for one (1) of the prize procedures on their entry form. If electing for a “breast augmentation” prize, entrants must be wearing at minimal a bikini top, modest bra or other covering on top, in each case covering the entire areola. If electing for a “Viveve Treatment” prize, entrants must be wearing a bikini bottom (no thongs), modest underwear or shorts (“Photo Submission”). Photo Submissions that contain nudity (e.g., show any part of the areola) will be disqualified by the Station. Photo Submissions must be under 2 MB and also must be in a jpeg or gif file format. Photos Submissions containing parties other than the entrant, more than one person in the photo, edited photos (i.e. Snapchat filters) and collage Photo Submissions containing more than one photo are not permitted and will be disqualified.
- d. At the time of entry, entrants must also submit an essay of one hundred (100) words or less describing entrant’s compelling need for their elected prize procedure/treatment (“Essay”). Each Essay must clearly specify either the breast augmentation OR Viveve Treatment prize. Essays that are over one hundred (100) words will be truncated prior to judging to online include the first one hundred (100) words.
- e. Photo Submissions and Essays must be the entrants’ original, creative work, and must not be protected by copyright; each entrant must have the right to submit them. Each Photo Submission must contain only the image of the person submitting the photo

and may not contain the images of any other person. Photo Submissions and Essays may not defame or invade publicity rights or privacy of any person, living or deceased, or otherwise infringe upon any person's personal or proprietary rights including but not limited to copyrights or trademarks. Photo Submissions and Essays must not contain copyrighted materials or any other materials that may be restricted, prohibited or outlawed by federal, state or local laws. Station, in its sole discretion, reserves the right to disqualify any entry if such entry's associated Photo Submission or Essay, or other content contains illegal, indecent, pornographic, sexually explicit content or otherwise offensive material such as aberrational behavior, graphic violence or drug abuse, or if such Photo Submission or Essay or other content contains any material whose content is deemed, at the sole discretion of the Station, to be unsuitable for public display or posting on the Station's website. Entries that do not comply with these rules will not be eligible for the Contest. Entrants agree that Photo Submissions and Essays may be used by the Station for any purpose including without limitation being posted on www.wild941.com.

f. There will be up to a total of four (4) prize winners selected in the Contest.

2. ELIGIBILITY RESTRICTIONS

a. This Contest is open to all Station listeners who are twenty-one (21) years of age or older as of the date of entry into the Contest, who are legal US residents and reside in the Tampa Metropolitan area (Hillsborough, Pinellas, Pasco, Hernando, Polk and Manatee Counties, Florida), except where prohibited by law. Winners must possess a valid, government-issued ID and show proof of residency to verify eligibility.

3. PRIZES

a. Up to four (4) prizes will be awarded.

- Three of the following prizes will be awarded: One (1) four thousand three hundred dollar (\$4,300.00) prize certificate from Dr. William Adams Plastic and Reconstructive Surgery, St. Petersburg, Florida (the "Procedure Provider"), each prize certificate being valid towards one (1) bilateral breast (saline) augmentation surgery (the "Breast Procedure") as determined in the sole and absolute discretion of Procedure Provider. The Approximate Retail Value ("ARV") of each of these prizes is \$4,300.00.
- One of the following prizes will be awarded: One (1) three thousand two hundred fifty (\$3,250.00) prize certificate from Dr. William Adams Plastic and Reconstructive Surgery, St. Petersburg, Florida (the "Procedure Provider"), valid towards one (1) Viveve Treatment (the "Viveve Treatment") as determined in the sole and absolute discretion of Procedure Provider. ARV of this prize is \$3,250.00.

- b. Actual value may vary and any difference between stated value and actual value will not be awarded. Each prize certificate shall cover the cost of surgery only. The winner(s) will be solely responsible for any additional costs (including, but not limited to, all anesthesia costs which may start from \$750 based on the selected Procedure, any garment(s) which may range from \$80-\$260, medication, lab fees, hospital fees (including operating room fee(s)), and for any additional costs and optional upgrades (including, but not limited to, routine or follow up or post-procedure care, upgrades to silicone, etc.) associated with the selected Procedure, if any, which shall be determined solely between the Procedure Provider and the winner(s). In addition to any other Affidavit and Release required by these Official Rules, the winner will be required to sign a Release, releasing the Station and the Contest Entities relating to either the Breast Procedure or Viveve Treatment. Each of the Breast Procedure or Viveve Treatment must be completed no later than October 25, 2020. Each of the Breast Procedure or Viveve Treatment may require multiple appointments and may take several months to complete. It is the winner's sole responsibility to schedule the appointment(s) with the Provider in accordance with the timeline contained within these Official Rules. Each prize will be awarded subject to the Prize Provider's determination that winner is medically qualified to undergo the Breast Procedure or Viveve Treatment. Winner(s) will be required to undergo a medical examination by Prize Provider to determine if winner is medically eligible to undergo the Breast Procedure or Viveve Treatment. There will be no charge for the evaluation. The Procedure Provider has the right to refuse to perform the Procedure at his sole discretion, based on medical, or any other reasons. In the event that the Prize Provider chooses not to perform either the Breast Procedure or Viveve Treatment on the winner, neither the Station nor the Procedure Provider will be obligated to provide a substitute prize. The prize(s) are expressly limited to the item(s) listed above and unless otherwise expressly specified, do not include taxes, gratuities or any other expenses. Station and Prize Provider are not responsible for winners' limitations that prevent acceptance or use of prize(s). Entrants acknowledge that the Station and Prize Provider have not made, nor are in any manner responsible or liable for, any warranties, representations or guarantees, and hereby disclaim any and all warranties expressed or implied, whether by contract or law, concerning any prize, including without limitation, implied warranties of quality, merchantability, mechanical condition, or fitness for a particular purpose. Other restrictions may apply. Any prize certificate will be subject to the terms and conditions as set forth by its issuer. Prize certificates are not refundable or transferable, and may not be substituted or exchanged for cash or credit at any time, nor will they be replaced if lost or stolen.
- c. Prizes or prize certificates must be claimed at the office of the Station located at 9721 Executive Center Dr. N, Suite 200, St Petersburg, FL 33702, Monday-Friday, during regular business hours. Prize or prize certificate must be claimed by 5:30pm ET on November 25, 2019. Failure to claim Prize by the specified time will result in forfeiture of the prize. It is the winner's sole responsibility to claim the Prize or prize certificate within the timeline provided in these Official Rules.

4. SELECTION OF WINNERS

- a. Beginning at approximately 12:00pm ET on the following dates (each a “Selection Date”), up to one (1) weekly winner will be selected via the judging criteria listed below via a judging panel of three (3) judges (the “Panel”), comprised of Station personnel from all eligible entries received by 12:00pm ET: November 14, 2019, November 27, 2019, December 5, 2019, and December 11, 2019. Upon confirmation of eligibility, the potential weekly winner will be notified by telephone on the next day after the Selection Date. Non-winning entries will automatically rollover into subsequent judging periods, if any. Note:
 - i. The judging criteria for the November 14, 2019 Selection Date will be in respect to the Breast Procedure and one (1) Breast Procedure prize will be awarded on that Selection Date.
 - ii. The judging criteria for the November 27, 2019 Selection Date will be in respect to the Breast Procedure and one (1) Breast Procedure prize will be awarded on that Selection Date.
 - iii. The judging criteria for the December 5, 2019 Selection Date will be in respect to the Viveve Treatment and one (1) Viveve Treatment prize will be awarded on that Selection Date.
 - iv. The judging criteria for the December 11, 2019 Selection Date will be in respect to the Breast Procedure and one (1) Breast Procedure prize will be awarded on that Selection Date.
- b. The Panel will judge the entries (Photo Submissions and Essays) to determine each week’s winner based on the following judging criteria: (i) creativity, sexiness, style, originality, and overall appearance as set forth in the Photo Submission and/or Essay, (ii) the entrant’s demonstration of a compelling need for the selected procedure and apparent suitability to undergo such surgery as set forth in the Photo Submission and/or Essay, (iii) use of Contest theme in the Photo Submission and/or Essay.
- c. Each eligible entrant will be ranked by each of the three (3) members of the Panel from one (1) to the number of total entries received by the deadline for entries for that week of the Contest, with one (1) being the entrant deemed least deserving of receiving the Procedure and the number of total entries (highest number) being the entrant deemed most deserving of receiving the Procedure. Each entrant’s set of three (3) individual rankings will be added together. The entrant with the highest total will be deemed the winner for that week of the Contest. In the event of a tie, the Station will conduct a random drawing from among such tied entrants to determine that week’s winner. All decisions of the Panel shall be final.

- d. Entrants do not need to listen to the Station or be present to win.
- e. Each winner must execute and return any required affidavit of eligibility and/or liability/publicity release and procedure release by 5:30pm ET on January 13, 2020 or prize will be forfeited and, in the Station's sole and absolute discretion, the entrant with the next highest score for that week may be deemed the alternate winner. If a potential winner cannot be contacted by close of business on Thursday following his/her selection, fails to sign and return the required fully-executed 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.
- f. Decisions of the Station management with respect to the Contest are final.

5. CONDITIONS

- a. The Station reserves the right to end any contest or amend these rules upon announcement on air and by publication at www.wild941.com.
- b. For website contests: By use of the Station's website and by entering this Contest, entrants agree to the Station's Terms of Service Agreement and to the use of Personal Information as stated in the Privacy Policy located at www.wild941.com.
- c. Copies of the written Contest rules and a list of all winners are available during regular business hours at the main studio of the Station, 9721 Executive Center Dr. N, Suite 200, St Petersburg, FL 33702, or by sending a self-addressed, stamped envelope to the Station.