



## **“Pump or Pause” CONTEST RULES**

These rules apply to Pump Or Pause Cash 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](http://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 Monday, January 31, 2022 and will end on Friday, February 11, 2022, or when a total of six dollars (\$6,000) has been awarded, whichever occurs first.
- b. To enter on-air, listen to the Station each weekday beginning on January 31, 2022 and ending on February 11, 2022 between the hours of 8:00am Eastern Time (“ET”) and 8:00pm ET for the announcement of the cues to call. There will be up to a total of four (4) cues to call each weekday and exact times will vary. Upon hearing the cue to call, the 94th caller (as announced on-air at the time of the cue to call) to the Station contest line at 888.429.0941 will be deemed a “Contestant” and have the opportunity to play the Pump or Pause game giveaway (the “Game”). The object of the Game is for the contestant to say “Pause” before hearing the “Pump explosion” sound effect. The selected contestant will then listen to a piece of audio that will announce a number of random dollar amounts. For example: “\$50...\$75...\$100...\$125...” and so on. The audio will eventually conclude at a different dollar amount each time Pump or Pause is played. As the pre-recorded announcement is heard, a Contestant will have the option to say “Pause” when they hear the dollar amount that they wish to claim. Cash values will continue to be announced until a Contestant says “Pause” to win the Cash Value that was last mentioned or a “pump explosion” sound effect is heard, which signals the end of the Game for the Contestant. If the “pump explosion” effect is heard, the Contestant will not receive any prize. Once a Contestant says “Pause,” they may not later change their mind to continue the Game. Station is the sole judge in determining whether or not the Contestant successfully wins the Game. The Contest will automatically end once winnings from a Game exceed six thousand dollars (\$6,000) or on February 11, 2022 (regardless of amount awarded), whichever occurs first.
- c. Station is not responsible for any failure of a caller to reach the Station contest line

including but not limited to busy phone lines, misdirected calls, equipment breakdowns, or disconnections. Calls will only be accepted at the designated phone number. At the time of entrant's call, entrant will be required to provide all information requested including entrant's full name, complete address (including zip code), day and evening phone numbers and date of birth in order to be eligible to win. P.O. Boxes are not permitted. In the event that the selected caller is disconnected or is found to be ineligible, the next eligible caller who successfully makes it through on the call-in line and completes the call will have the opportunity to play the Game. There is no limit to the number of times a listener may attempt to call in to win, but a listener may be a winner only once.

- d. There may be up to forty (40) winners selected in the Contest.

## **2. ELIGIBILITY RESTRICTIONS**

- a. This Contest is open to all Station listeners who are 18 years of age or older as of the date of entry into the Contest, who are legal US residents and reside in 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. The Station may award up to forty (40) total prizes and up to one (1) \$1,000 grand prize for an approximate total retail value for the Promotion of \$6,000.
- b. Each Prize value will vary based on the result of the Contestant's Game and will have an Approximate Retail Value ("ARV") between \$5.00 and \$200. Prize will be awarded in the form of a gift card to WaWa's issued in the name of the winner.
- c. Prizes or prize certificates must be claimed at the office of the Station located at 9721 Executive Center Drive North, Suite 200, St Petersburg, FL 33702, Monday-Friday, during regular business hours. Prize or prize certificate must be claimed within thirty (30) days of winning. 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. Up to forty (40) winners may be selected and notified on-air as described above.

- b. Potential \$1,000 grand prize winner will be determined in a random drawing conducted on Monday, February 14, 2022 at 9am ET from eligible entries received from station contest during all Entry Periods in the Promotion. Odds of being selected as the \$1,000 cash prize winner depend on the number of eligible entries received from Entry Period of the Promotion.
- c. Odds of winning depend in part upon the number and order of calls received.
- d. Entrants must listen to the Station but do not need to be present to enter or win.
- e. Each winner must confirm acceptance of prize within twenty-four (24) hours of winning, or risk disqualification and an alternate winner will not be selected.
- f. Decisions of 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](http://www.WiLD941.com).
- b. 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 Drive North, Suite 200, St Petersburg, FL 33702, or by sending a self-addressed, stamped envelope to the Station.