

# ***K103 Lucky Bucks - 2009***



## HOW TO WIN AND OFFICIAL RULES

Tune all your car, work, and home radios to **K103 - 102.9 FM**, and listen all day, everyday, Monday through Friday from 6AM to 7PM.

You must be 18 or older in order to play and win this contest and possess a government issued photo identification card. The live "LUCKY BUCKS" broadcasts begin Friday, May 8, 2009 and end May 30, 2009; however, **K103** reserves the right to change and/or add dates at any time.

During live "LUCKY BUCKS" broadcasts, the first 50 people to show up will receive a FREE \$1 bill that could turn into \$25,000! No purchase necessary. Plus, anyone who stops can register to win \$50 cash, regardless of whether he/she received a FREE \$1 bill. Winner announced at the end of the broadcast and need not be present to win the \$50.

**HINT:** To increase your chances of winning **K103** LUCKY BUCKS, listen closely all day, everyday for locations and when to play!!

Beginning June 1, 2009 through July 3, 2009 when you hear the **K103** "LUCKY BUCKS" sounder, Monday through Friday at 6:20 AM, 9:20 AM, 12:20 PM, 3:20 PM and 5:20 PM, be the correct number caller at **1-800-455-5103**, and give us the last three numerical digits in exact order on your \$1 bill and we'll enter them into the "LUCKY BUCKS" Computer Random Number Generating system, which will randomly select the first five numerical digits. If the randomly selected first five digits match the first five digits of the same \$1 bill you used to begin the attempt, you'll win \$25, 000!!! You may only win once. Contest Dates: June 1, 2009 - July 3, 2009 or earlier in event of winner, however, **K103** and Mississippi River Radio reserves the right to end the contest at any time.

Sponsors, employees, agents, successors and assignees of **K103** and Mississippi River Radio as well as family and household members of same are ineligible to participate or win any prize in this promotion. Only one winner per household. Any winner later found to be ineligible will be disqualified and will forfeit their prize.

Any winner is responsible for paying any and all taxes on any prize(s) won and must authorize the deduction of such taxes, if any, from the prize(s) to the extent required by the law.

By their participation, contestants give **K103** and Mississippi River Radio implicit permission to record telephone calls, and use their name, voice, and/or likeness for promotional purposes without compensation. In the event a contestant claims to have a winning U.S. legal tender dollar bill, it must be presented to Mississippi River Radio at 324 Broadway, Cape Girardeau, MO **NO LATER** than 5PM on the following business day, and the contestant must present the ORIGINAL U.S. legal tender dollar bill for independent verification, complete and sign the Winner's Affidavit and Release, the Mississippi River Radio Disclaimer AND show a government issued photo identification card in order to claim the \$25,000 prize.

All winners understand that the stations of Mississippi River Radio (KZIM, KGIR, KCGQ, KEZS, KGKS, KSIM, KMAL and KLSC), Max Media and all sponsors are not responsible for any injuries that may result from participation, in whole or in part, and the contest or prizes awarded.

**ALL JUDGEMENTS ARE FINAL!**

**RULES/DATES SUBJECT TO CHANGE**