

**WJXB, WIMZ, WNFZ and WDKW Coors Light Riding Gear Package  
OFFICIAL RULES**

(To be used when prizes are valued at or over \$600)

- .01 NAME OF PROMOTION: WJXB, WIMZ, WNFZ & WDKW Coors Light Riding Gear Package
- .02 SPONSORS: Coors Light/Cherokee Distributing, Smoky Mountain Harley Davidson
- .03 DESCRIPTION OF PRIZE(S): \$750.00 Gift Card for Riding Gear from Smoky Mountain Harley Davidson, and a \$350.00 Riding Academy Class.
- .04 VALUE OF PRIZE(S): approx \$1,100.00  
**(Note: Winners are responsible for all taxes and other fees on this/these amount(s))**
- .05 PROMOTION METRO AREA: Knoxville, TN DMA: (Anderson, Blount, Campbell, Claiborne, Cocke, Cumberland, Fentress, Grainger, Greene, Hamblen, Hancock, Hawkins, Jefferson, Knox, Loudon, McMinn, Meigs, Monroe, Morgan, Rhea, Roane, Scott, Sevier & Union TN. Bell, McCreary & Whitley KY. Graham & Swain NC. Lee, VA) FAILURE TO RESIDE IN ONE OF THESE COUNTIES WILL VOID ANY/ALL ENTRIES, IN ESSENCE NO PRIZE CAN BE AWARDED. PROOF OF RESIDENCY MAY BE REQUIRED.  
(as defined by Nielsen)
- .06 MINIMUM AGE TO ENTER: Twenty-One (21)
- .07 HOW TO ENTER:  Complete an entry form located on the WJXB 97.5 FM website at <http://b975.com/>  
AND/OR  
 Complete an entry form available at the following locations:  
1100 Sharps Ridge Road, Knoxville, TN 37917  
AND/OR  
 For a free entry form, send a self-addressed, stamped envelope to:  
1100 Sharps Ridge Road, Knoxville, TN 37917  
AND/OR  
 See Addendum A, incorporated herein by reference.
- .08 DEADLINE FOR RECEIPT OF ENTRIES: 10/01/2023 at 11:59pm EST
- .09 COMPLETED ENTRY FORM SUBMISSION ADDRESS: WJXB, WIMZ, WNFZ & WDKW Coors Light Riding Gear Package Promotion Entry c/o Midwest Communications, Inc., Marketing Department 1100 Sharps Ridge Road, Knoxville, TN 37917
- .10 PROMOTION PERIOD: Promotion Begins: 08/23/2023 at 08:00am EST  
Promotion Ends: 10/01/2023 at 11:59pm EST
- .11 NUMBER OF WINNERS: up to approx 1
- .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 10/02/2023 at 10:00AM EST at 1100 Sharps Ridge Road, Knoxville, TN 37917  
OR  
 See Addendum B, incorporated herein by reference.
- .13 PRESENCE REQUIREMENT:  Winner(s) need to be present to win  
OR  
 Winner(s) need not be present to win

- .14 DEADLINE FOR CLAIMING/  
REDEEMING PRIZE(S): NOON 10/09/2023 PLEASE NOTE: Failure of winner to complete the proper paperwork may void prize without any further prize consideration  
NOTE: any checks that are not cashed within 90 days of date of check issued, the check will be void and NOT re-issued.
- .15 ALL PRIZES WILL BE AWARDED:  Yes  
OR  
 No
- .16 ALTERNATE WINNER(S):  Yes  
(if potential winner(s) do(es) not OR  
qualify, decline(s) acceptance of  No  
prize(s), or is unreachable/unavailable)
- .17 OFFICIAL RULES REQUEST ADDRESS: WJXB, WIMZ, WNFZ & WDKW Coors Light Riding Gear Package  
Official Rules, c/o Midwest Communications, Inc., Marketing  
Department, 1420 Bellevue Street, Green Bay, WI 54311
- .18 WINNER(S) LIST REQUEST ADDRESS: WJXB, WIMZ, WNFZ & WDKW Coors Light Riding Gear Package  
Winner List, c/o Midwest Communications, Inc., Marketing Department,  
1420 Bellevue Street, Green Bay, WI 54311
- .19 DEADLINE FOR RECEIPT OF WINNER(S) LIST REQUESTS: 10/03/2023
- .20 PROXY ALLOWED AT PRIZE GIVEAWAY:  No

Winner will be notified. Prize will be awarded upon completion of all legal paperwork with Midwest Communications, Inc./WRIG, Inc.

Winner will be required to show Photo ID before completing winner paperwork. This will be done at 1100 Sharps Ridge Road, Knoxville, TN 37917 at the pre-determined date and time

Winner will receive a 1099 in the approximate amount of \$1,100.00 of this prize package. Winner is responsible for all taxes, title, license, registration fees and document or administrations fees.

#### Additional Rules

In addition to these Official Rules, this Promotion is also subject to the Midwest Communications, Inc./WRIG, Inc. Official Rules for All Contests which are either incorporated herein by reference as Addendum C on the station website.

### **HOW TO ENTER – ADDENDUM A**

- 1) Register at [www.b975.com](http://www.b975.com), [www.wimz.com](http://www.wimz.com), [www.theduke.fm](http://www.theduke.fm), [www.jackfmknoxville.com](http://www.jackfmknoxville.com).
- 2) Text the keyword "Coors" to 76622.
- 3) Scan the QR code at the Miller Lite Displays at participating retail locations.