TRUTH ANNIVERSARY EVENT TICKET GIVEAWAY
OFFICIAL RULES

NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN. A PURCHASE OR PAYMENT WILL NOT INCREASE YOUR CHANCE OF WINNING.

CONTEST OVERVIEW:

WGKB 101.7 The Truth fans can participate in the Truth Anniversary Ticket Giveaway segment to win (2) tickets to our Truth Anniversary Event at The Ivy House. There will be (20) contest winners beginning Monday, January 23, 2023, to Friday, January 27, 2023, during on 101.7 The Truth during local programming from 7a to 6p. This giveaway will be a cue to call on-air at the beginning of the weekly segment and encourage fans to call into the station. There will be (4) winners and (8) tickets given away every day during the promotion dates. Each winner will get (2) tickets to the Truth Anniversary Event on February 10, 2023, from 4pm – 8pm. There will be (20) total winners chosen with (40) tickets to be given away. The ARV of each prize is $50.

1. HOW TO ENTER

a. These rules govern the Truth Anniversary Ticket Giveaway promotion (the "Promotion") during local programming being conducted by WGKB 101.7 The Truth, 301 W Wisconsin Ave, Suite 200, Milwaukee, WI 53203 ("GKB") beginning on Monday, January 23, 2023, at 7:00am CT and ending on Friday. January 27, 2023, at 6:00pm CT.

b. To participate in the Promotion, you may enter via the following method(s):

- Call in to the station using the WGKB contest line during local on-air programming from 7am-6pm CT during the specified cue-to-call segments.

i. To participate in the Promotion, must listen to WGKB 101.7 The Truth from 7a – 6p beginning on Monday, January 23, 2023, at 7:00am CT and ending on Friday. January 27, 2023, at 6:00pm CT. Upon hearing the cue to call, the designated number caller (as announced by the on-air personality prior to the cue to call) to get through to the GKB contest line at 833-212-1017 will win (2) tickets to The Truth Anniversary Event at The Ivy House. At the time of their call, callers will be required to provide all information requested including their full name, complete address (including zip code), day and evening phone numbers and date of birth in order to be eligible to win. In the event that the selected caller is disconnected or is found to be ineligible, the next eligible caller that successfully makes it through on the call-in line and completes their call will be a winner. 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. There will be up to a total of (20) winners selected on-air during the Promotion dates.

GKB is not responsible for telephone service outages, delays, busy signals, equipment malfunctions or any other technological difficulties that may prevent an individual from completing his/her telephone call. Due to delays in the GKB online streaming of its broadcast signal, listeners to the online stream may not be able to participate in or may be disadvantaged in participating in on-air contests. Show times are subject to change based on breaking news and specialty content at the discretion of GKB. GKB has the right to not notify fans and to not update contest rules or the webpage when such conditioners occur.

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2. ELIGIBILITY RESTRICTIONS

a. The Promotion is open to all persons who are 21 years of age or older and who reside in the Greater Milwaukee Area. Employees of GKB, its subsidiary and affiliated entities, GKB's advertising and promotional agencies, its participating sponsors: Gruber Law Offices, American Family Insurance, and Associated Bank, Office of African American Affairs, [other radio stations in the Greater Milwaukee Metropolitan Area and the members of their immediate families (spouse, parents, siblings, or children) and/or households (whether related or not) are ineligible to participate or win. This Promotion is subject to all applicable federal, state, and local laws and regulations and is void where prohibited.

b. Listeners are eligible to win a prize in a Promotion conducted by GKB only once every seven (7) days and only once every thirty (30) days if the prize is valued over $600. Only one (1) winner per household is permitted in any GKB promotion.

c. The winner must provide valid government-issued photo identification and provide his or her complete address, date of birth and phone number to claim a prize. The winner must show a valid COVID-19 vaccination or proof of a negative PCR COVID-19 test within 48 hours of event in order to enter the event.

d. Entrants are required to provide truthful information and GKB will reject and delete any entry that it discovers to be false or fraudulent. GKB will disqualify any entry from individuals who do not meet the eligibility requirements.

3. PRIZES

a. Twenty (20) winners may be awarded in this Promotion receiving (2) tickets to The Truth Anniversary Event on February 10, 2023, at The Ivy House, 906 S Barclay St, Milwaukee, WI 53204 from 4 pm – 8:00pm. The ARV is $50. Winners must RSVP by Monday, February 3, 2023, by 5:00pm or forfeit guest list. All

winners ultimately need to arrive on-site to receive the prize at the event. Winners must come to the event on this date, time, and place. Each prize will consist of (2) tickets to The Truth Anniversary Event on February 10, 2023, which may include but is not limited to:

- (2) Tickets to Truth Takes 1- Year Anniversary
- Heavy appetizers
- (3) drink tickets
- Giveaway items from sponsors and 101.7 The Truth

The ARV of each prize is $50.

b. All prizes or prize certificates will be sent electronically to the winner. Upon confirmation of eligibility, a GKB representative will reach out to the winner via phone or email to share the necessary prize forms with the winner. To claim the prize, each winner must complete and return the required prize forms to GKB. The winner will forfeit any prize or prize certificate not claimed before 5:00pm Monday, February 3, 2023. No winner will be chosen in place of a winner if a winner forfeits the prize or does not complete required paperwork. In the event that a prize or prize certificate is mailed to the winner, it will be with the prior written consent of the winner and therefore, winner assumes the risk of its loss.

c. GKB is not responsible for the safe arrival of a prize or prize certificate. There is no substitution, transfer, or cash equivalent for prizes, except that GKB may, at its sole discretion, substitute prizes or cash of comparable value. The prizes are expressly limited to the item(s) listed above and unless otherwise expressly specified, do not include taxes, gratuities or any other expenses. Other restrictions may apply.

4. WINNER SELECTION AND NOTIFICATION

a. Decisions of GKB management with respect to the Promotion are final.

b. Winners will be selected following the “The Truth Anniversary Ticket Giveaway” during local programming from 7a to 6p beginning Monday, January 23, 2023, and ending on Friday, January 27, 2023. A representative of GKB will contact each winner within 48 hours of their call. WGKB 101.7 The Truth business hours are 8:00am – 5pm every weekday.

c. All final winners will be known by 6:00pm CT on Tuesday, December 21, 2021. All guests should be known by Monday, December 27th, 2021.

d. Odds of winning a Qualifying Prize depends upon the number and order of calls received

e. Qualifiers must listen to WGKB 101.7 The Truth to win. Qualifiers and the Grand Prize winners need not be present to win.

f. The winner must execute and return any required affidavit of eligibility and/or liability/publicity release by Monday, February3, 2023, by 5:00pm or prize will be forfeited. If a potential winner cannot be contacted, fails to sign and return the required 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. Winner must arrive on-site to receive prize at the event.

5. CONDITIONS

a. Payments of all federal, state and local taxes are solely the responsibility of the winner. The winner will be required to complete and submit an IRS Form W-9 with the winner's full Social Security Number or the equivalent for receipt of any prize valued at $600 or more or for any prizes awarded by GKB in a calendar year with an aggregate value of $600 or more. Failure to submit a complete W-9 or equivalent will result in forfeiture of the prize. Such winnings of $600 or more will be reported to the IRS.

b. By participating in the Promotion, the winner agrees to have the winner's name, voice and likeness used in any advertising or broadcasting material relating to the Promotion without additional financial or other compensation, and, where legal, to sign a publicity release confirming such consent prior to acceptance of the prize.

c. Prior to awarding any prize(s) or prize certificate(s), GKB, in its sole discretion, may require Promotion winner(s) (and any travel companion(s) or guest(s)) to sign a liability release, agreeing to release and hold harmless GKB, its subsidiary and affiliated entities, their respective officers, shareholders, directors, employees, agents and representatives and all of their successors and assigns from and against any and all claims or liability arising directly or indirectly from the prize and participation in the Promotion.

d. If for any reason this Promotion cannot be executed as planned, including, but not limited to, as a result of infection by computer virus, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the control of GKB that corrupt or affect the security, administration, fairness, integrity or proper conduct of the Promotion, or if the Promotion is compromised or becomes technically corrupted in any way, electronically or otherwise, the Station reserves the right to cancel, terminate, suspend, or modify the Promotion. If the Promotion is terminated before the original end date, GKB reserves the right to select the winner(s) by random drawing from among all eligible non-suspect entries received as of the termination time/date or otherwise modify the procedure for selecting winner(s).

e. GKB, in its sole discretion, reserves the right to disqualify any person tampering with the entry process or the operation of GKB's website. Failure to comply with the rules of the Promotion may result in a contestant's disqualification and/or forfeiture of any prize or prizes. If GKB makes a good faith determination that an entrant has cheated or committed fraudulent activity in connection with a Promotion, GKB reserves the right to disqualify that entrant from entering and/or winning future Promotions and to prosecute and seek damages to the fullest extent permitted by law.

f. GKB reserves the right to make changes in the rules of the Promotion, including, without limitation, the substitution of a prize of equivalent value, which will become effective upon announcement. If due to circumstances beyond the control of GKB, any competition or prize-related event or travel is delayed, rescheduled, postponed, or cancelled, GKB reserves the right, but not the obligation, to cancel, terminate, suspend, or modify the Promotion and shall not be required to award a substitute prize.

g. GKB is not responsible for typographical or other errors in the printing, the offering, or the administration of the Promotion or in the announcement of a prize.

h. For a copy of these Official Rules, send a self-addressed stamped envelope for receipt by December 21, 2021, to "Truth Takes 1- Year Anniversary Ticket Giveaway – Official Rules," Attn: Promotions, GKB 720 E Capitol Drive Milwaukee, WI 53212. For the names of the prize winners send a self-addressed stamped envelope for receipt by February 17, 2022, to the above address marked "Truth Takes 1-Year Anniversary Ticket Giveaway – Winner List." The Official Rules and the Winner List (when completed) shall also be available during regular business hours at the main offices of GKB and may be posted online at https://goodkarmabrands.com/101-7-the-truth-contests/.

Administrator: GKB (WGKB 101.7 The Truth) 301 W Wisconsin Ave, Suite 200, Milwaukee, WI 53203

Sponsors: American Family Insurance, 108 W Main St Ste 104 Sun Prairie WI 53590 US; Gruber Law Offices, 11 E Wisconsin Ave, Milwaukee WI 53202; Associated Bank, 330 E Kilbourn Ave Suite 225, Milwaukee WI 53202; Office of African American Affairs, 2578 N. Dr. Martin Luther King Drive, Milwaukee, WI 53212