

## UW Credit Union Senior Spotlight

### 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.***

101.7 The Truth and UW Credit Union to team up and recognize senior students who have missed the opportunity to be recognized on the big stage across but not limited to academics, arts, and athletics. Fans may visit [uwcuseniorspotlight.com](http://uwcuseniorspotlight.com) from Monday, May 10, 2021 at 7a CST until Friday, May 28, 2021 at 4p CST to submit stories of seniors who should be recognized on 101.7 The Truth. GKB will send the top (10) stories submitted based on the content provided on the form of the student's story and photos/video to UW Credit Union to select the (5) grand prize winners. Each winner will receive (1) \$500 gift card from Amazon and a Senior Accomplishment Plaque. The five grand prizes winners will also be recognized on 101.7 The Truth the week of Monday, June 28, 2021 – Friday, July 2, 2021. All of WGKB and UW Credit Union's decisions on winner selection are final.

#### 1. HOW TO ENTER

- a. These rules govern the UW Credit Union Senior Spotlight promotion (the "Promotion") being conducted by WGKB – 720 E. Capitol Drive Milwaukee, WI 53212 ("GKB") beginning on Monday, May 10, 2021 at 7:00 AM CST and ending on Friday, May 28, 2021 at 4:00 PM CST.
- b. To participate in the Promotion, you may enter via the following method(s):
  - Go to [UWCUSeniorSpotlight.com](http://UWCUSeniorSpotlight.com) and fill out the form by submitting a nomination story of a senior student and their senior accomplishment that may exist of but not limited to academics, arts, athletics, and more. All stories must be submitted between Monday, May 10, 2021 at 7a CST and Friday, May 28 at 4p CST.
  - i. To participate in the Promotion, you may log onto [uwcuseniorspotlight.com](http://uwcuseniorspotlight.com) and follow the links and instructions to enter the Promotion and submit a nomination story for a senior deserving of recognition including your first and last name, senior's first and last name, telephone number, a valid email address in the online entry form, senior spotlight story of the deserving student and why, and where the student will be attending higher education. A person may submit for as many nominations as possible but the students submitted may only be submitted once, which is determined by name and email address. Internet entries will be deemed made by the authorized account holder of the email address submitted at the time of entry. The authorized account holder is the natural person who is assigned to the email address by an internet access provider, online service provider or other

organization that is responsible for assigning an email address or the domain associated with the submitted email address. Multiple participants are not permitted to share the same email address. Entries submitted will not be acknowledged or returned. Use of any device to automate entry is prohibited. Proof of submission of an entry shall not be deemed proof of receipt by GKB. GKB's computer is the official time keeping device for the Promotion. GKB is not responsible for entries not received due to difficulty accessing the internet, service outage or delays, computer difficulties or other technological problems. The form must include a story of the deserving senior and the senior's accomplishments and what makes the senior the strongest candidate to win a Senior Accomplishment plaque from 101.7 The Truth and \$500 Amazon Gift Card. The form will also include opportunity to attach photos and videos of the senior's high school experiences and accomplishments. Each entrant must agree to GKB's online submission release in order to submit his or her entry, including the User Generated Content Release Form.

## 2. ELIGIBILITY RESTRICTIONS

- a. The Promotion is open to all persons who are 17 years or older and who reside in the Greater Milwaukee Area. Persons who are under 18 years will need a parent or legal guardian to sign and provide approval for the senior student to be recognized and in the event, the person wins. Employees of GKB, its subsidiary and affiliated entities, GKB's advertising and promotional agencies, its participating sponsors, other radio stations in the 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 as well as complete the user generated content release form and accepting prize form.
- 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. A total of (5) prizes will be awarded in this Promotion. Each prize consists of the following: (1) \$500 Amazon Gift Card and (1) Senior Accomplishment Plaque.

The Approximate Retail Value (“ARV”) of the prize is \$525. The winner will be solely responsible for all taxes and all other fees and expenses not specified herein associated with the receipt and use of the Prize. GKB accepts no responsibility for repairing any real or supposed damage to any prize. The gift certificate will be subject to the terms and conditions as set forth by the issuer of the gift certificate.

- b. All prizes or prize certificates will be mailed to the winner at the address provided once prize paperwork is completed. Winners must complete all required prize forms provided by GKB in order to officially claim the prize. The winner will forfeit any prize or prize certificate not claimed within three (3) days of winning. 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. GKB is not responsible for the safe arrival of a prize or prize certificate.
- c. 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. The final (5) grand prize winners will be determined by Thursday, June 3, 2021 at 5:00pm CST by UW Credit Union based on the top (5) senior stories submitted via the website based on the student’s accomplishments in high school in areas but not limited to academics, athletics and arts. The five selected students must be attending higher education in Fall 2021.
- c. The final (5) grand prize winners will not be announced until the week of Monday, June 28, 2021 – Friday, July 2, 2021 during The Truth in the Afternoon with Dr. Ken Harris between 4p – 6p CST on 101.7 The Truth. The final (5) grand prize winners are encouraged to join the show live once they are determined the winner. Details will be coordinated by 101.7 The Truth Marketing Department. All final winners will be known by Friday, July 2, 2021 at 6pm CST. All winner selection decisions are final by WGKB and UW Credit Union.
- d. Odds of winning a Qualifying Prize depends upon the content that is submitted via the online form at [uwcuseniorspotlight.com](http://uwcuseniorspotlight.com) and based on subjective review by GKB and UW Credit Union.

- e. Qualifiers and the Grand Prize winner need not be present to win.
- f. The winner must execute and return any required affidavit of eligibility and/or liability/publicity release within three (3) days of winning or prize will be forfeited and an alternate winner may be selected by UW Credit Union and GKB based on alternates selected from the stories submitted. 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. All final winners will be contacted by the 101.7 The Truth marketing department by Monday, June 7, 2021 at 5pm CST to coordinate the interview time and on-air and social media details to be announced the week of June 28, 2021.

## 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 Friday, May 28, 2021 to UW Credit Union Senior Spotlight – Official Rules," Attn: Promotions, Good Karma Brands Milwaukee, LLC 720 E. Capitol Drive Milwaukee, WI 53212. For the names of the prize winners send a self-addressed stamped envelope for receipt by Thursday, August 2, 2021 to the above address marked "UW Credit Union Senior Spotlight – 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 [uwcuseniorspotlight.com](http://uwcuseniorspotlight.com).

## 6. PRIVACY

- a. By use of GKB's website or by entering the Promotion through GKB's website, you agree to the website's Terms of Use Agreement located at <https://goodkarmabrands.com/terms-of-use/>. and to the use of your personal information as described in the Privacy Policy located at <https://goodkarmabrands.com/privacy-policy/>.

Administrator: Good Karma Brands Milwaukee, LLC 720 E. Capitol Drive Milwaukee, WI 53212

Sponsor: UW Credit Union, 2200 E Kenwood Blvd. Milwaukee, WI 53211