



# Lighten Your Load

A Watch and Win Contest sponsored by KTVA

## OFFICIAL CONTEST RULES

### **NO PURCHASE NECESSARY TO ENTER OR WIN. VOID WHERE PROHIBITED.**

Starting in May 2009, KTVA is sponsoring a watch and win contest titled "Lighten Your Load". KTVA will pay one designated monthly bill for each winner. It may be a mortgage bill, car payment, health premium – it will vary each month. CBS 11 News at 10 viewers will be instructed, over the air, what the prize will be and when to tune in to find out each contest's designated phone number. The 11<sup>th</sup> caller will then win that night's designated prize.

#### 1. How to Enter the Contest:

- a. To participate in the contest, watch KTVA. Watch for the cue to call in to win. Viewers must call the designated phone number on the screen during the CBS 11 News at 10, on the designated day, for each contest. (KTVA will run an on-air schedule to announce each prize and designated day.) To constitute a complete entry, you must leave a phone message, which clearly provides your full name and a daytime contact phone number. Entries made in any fashion other than submitting the entry via phone message are void. You may enter as many times as you like.
- b. KTVA 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.
- c. KTVA will not accept correspondence or telephone inquires regarding the status of entries or the administration of the contest.

#### 2. Eligibility Restrictions:

- a. The contest is open to all KTVA viewers who are 18 years of age or older and who legally reside in the state of Alaska. Employees of KTVA, its licensee, its parent corporation, subsidiaries, and affiliates, participating sponsors/promotional partners, other television stations in the Anchorage area and the members of their immediate families and/or households are ineligible to participate or win. All federal, state and local laws and regulations apply.
- b. Viewers are eligible to win a KTVA prize valued at \$300 or more only once, every six months.
- c. Winners will be required to sign a liability and publicity release and show a valid government-issued photo identification card to claim prize.

#### 3. Prizes:

- a. Prizes will be announced on-air one-to-two weeks prior to the contest and will range in value.
- b. One prize will be designated for each contest and will not exceed the following maximum values: Mortgage payment - \$2,000, Car payment - \$500, Power bill - \$300, Health Premium payment - \$300, Daycare payment - \$500, Car Fuel - \$300 or Grocery bill - \$700.

Specifically, KTVA will pay one month of the winner's mortgage or rent, up to a maximum of \$2,000, upon receiving the winner's last month rent receipt or mortgage statement. For all other categories, KTVA will award the maximum allotment without documents or receipts.

c. All prizes may be picked up at the office of KTVA, 1007 West 32<sup>nd</sup> Avenue, Anchorage, Alaska 99503. In the event that a prize is mailed to the winner, it will be with the prior written consent of the winner and therefore, winner assumes the risk of its arrival. KTVA is not responsible for the safe arrival of a prize.

d. There is no substitution or transfer for prizes. The prizes are limited to the items above and do not include taxes, gratuities or any other expense. Other restrictions may apply.

#### 4. Selection of Winners:

a. Decisions of KTVA management with respect to the contest are final.

b. One winner per contest will be determined by being the 11th caller at the designated time, on the designated day and at the designated phone number.

c. Each winner will be announced on-air the day after each contest during the CBS 11 News at 10. Each winner will also be notified by phone the morning following the on-air announcement and have up to thirty (30) days to claim their prize via phone message, stating their name, address, city, state, zip, home phone number and/or work phone number. If selected winner does not claim their prize within thirty (30) days of notification, it will be forfeited by the winner.

d. Odds of winning depend upon the total number of eligible entries received.

#### 5. Conditions/Liability:

a. Original bill, invoice or receipt may be required to claim designated prize for certain categories.

b. Payments of all federal, state and local taxes are solely the responsibility of the winner. Winners will be required to complete 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 the station in a calendar year with an aggregate value of \$600 or more. The completed W-9 form will be required at the time the prize is awarded, or the prize will be forfeited.

c. By participating in the contest, winners agree to have their name, voice, or likeness used in any advertising or broadcasting material relating to this contest without additional financial or other compensation, and where legal, to sign a publicity release confirming such consent prior to acceptance of the prize.

d. Prior to awarding any prize, KTVA will require contest winners to sign a liability release, agreeing to hold KTVA, its corporate licensee, its parent, subsidiary and affiliated corporations, and the officers, directors, employees, agents and representatives of each of them harmless against any and all claims or liability arising directly or indirectly from the prize or participation in the contest.

e. KTVA reserves the right to make changes in the rules of the contest, including the substitution of a prize or prizes of equivalent or greater value, which will become effective upon announcement. If due to circumstances beyond the control of KTVA, any competition or prize-related event is delayed, rescheduled, postponed, cancelled or has a change of venue, KTVA reserves the right, but not the obligation, to cancel or modify the contest and shall not be required to award a substitute prize.

f. KTVA reserves the right to disqualify any individual it finds to be tampering with the entry process or the operation of the contest; to be acting in violation of the Official Rules or to be acting in an unsportsmanlike or disruptive manner, or with intent to annoy, abuse, threaten or harass any other person.

g. If for any reason the contest can not be conducted as planned by reason of bugs, tampering, unauthorized intervention, fraud, technical failures, or any other causes beyond the control of KTVA which, in the sole opinion

of KTVA, is corrupt or affects the administration, security, fairness, integrity or proper conduct of this contest, KTVA reserves the right in its sole discretion to cancel, terminate, modify, or suspend the contest.

h. In no event will KTVA or their parent or related companies, their respective officers, directors, employees, representatives or agents be responsible or liable for any damages or losses of any kind, including direct, indirect, incidental, consequential or punitive damages arising from this contest.

i. KTVA is not responsible for typographical or other errors in the printing, the offering or the administration of the contest or in the announcement of a prize.

j. Copies of the written contest rules and a list of all winners (when complete) are available during regular business hours at the main office of KTVA, 1007 West 32<sup>nd</sup> Avenue, Anchorage, Alaska 99503 or by sending a self-addressed stamped envelope to KTVA. Rules will also be listed on the KTVA website at [www.ktva.com](http://www.ktva.com).