



WKLT – LABATT BLUE LIGHT KAYAK GIVEAWAY OFFICIAL RULES -

- HOW IT WORKS:** Beginning on or about 8/4/14, residents of MI who are of legal drinking age at time of entry may enter to win 1 of 7 Kayaks (5 Pelican Summit 100x and 2 Pelican Pulse 100x) including a Day Tripper Paddle to be given away by WKLT and Labatt Blue Light. Seven (7) Random winners will be selected from the entries received. The 7 winners will be drawn and announced during the week of September 8th to September 12th, 2014.
- HOW TO ENTER:** There are four (4) ways to enter this contest. You will be entered based on the form of entry, Must be 21 to Enter (1): Visit a participating WKLT- Labatt Blue Light – Kayak display location and scan the QR code that is on display, complete the online entry form to be automatically registered. Limit one entry per person, per visit (2): Mail a 3" x 5" Card to WKLT Labatt Blue Light Kayak Giveaway 1020 Hastings St. Traverse City, MI Include your Name, Address, Phone # and date of birth. (3) Send an email to "kayak@WKLT.com" Include your Name, Address, Phone # and date of birth (4) You may enter by listening to WKLT-WKLZ during the on air portion of the contest. Call the KLT studio lines when the Labatt Blue Kayak Window opens. If you are the correct caller you will win a Labatt Prize and be automatically be entered into the Kayak Drawing. All 7 Kayak winners will be announced on WKLT Radio and contacted by phone to pick up their Prizes. Limit one entry per person, per day for all form of entries. No mechanically-reproduced entries permitted. Not responsible for lost, late, mutilated, illegible or incomplete entries. All entries become the sole property of Northern Broadcast Inc (WKLT) and will not be returned
- PRIZES AND APPROXIMATE RETAIL VALUE: Seven (7) Total Prize packages:** 5 Prize packages include a Pelican Summit 100x Kayak with a Day Tripper / BK/SL/230 Paddle (Retail Value of \$ 329.98). 2 Prize packages include a Pelican Pulse 100x Kayak with a Day Tripper / BK/SL/230 Paddle (Retail Value of \$ 329.98). Prize consists only of the item specifically listed as part of the prize and does not include additional items. All Winners must take delivery of their prize by October 31st, 2014. Odds of becoming a winner depends on the number of eligible entries received.
- GENERAL RULES:** This sweepstakes is open to residents of MI who are of legal drinking age at time of entry. Employees of North American Breweries and their representatives, affiliates, subsidiaries, distributors, advertising and promotion agencies, alcohol beverage retailers, their immediate family members and/or those living in the same household of each are NOT ELIGIBLE. This sweepstakes is void where prohibited by law, and is subject to federal, state and local laws and regulations. All federal, state and local taxes are the sole responsibility of winner. . By accepting prizes the weekly winner agrees to hold North American Breweries ,WKLT, Labatt Blue Light distributors and alcoholic beverage retailers, affiliates, subsidiaries, advertising and promotion agencies, as well as their respective affiliates, officers, directors, agents, employees and assigns, harmless against any and all claims arising out of use or misuse of prize and acknowledges that Released Parties have neither made nor are in any manner responsible or liable for any warranty, representation or guarantee, expressed or implied, in fact or in law, relative to the prize including, but not limited to, its quality or availability, except in regard to Sponsor and the standard written warranty statement provided with the prizes. Winner assumes all liability for any injury or damage caused, or claimed to be caused, by participation in this promotion or use or redemption of any prize. Acceptance of prize constitutes permission to use winner's name and/or likeness for purposes of advertising and trade without further compensation, unless prohibited by law. By participating in this promotion, entrants agree to be bound by the official rules and the decisions of the Sponsor. No substitution or transfer of prize permitted, except Sponsor reserves the right to award a prize of equal or greater value. Sponsor not responsible for any typographical or other error in the printing of this offer, administration of the contest or in the announcement of prizes. In the event WKLT is prevented from continuing with this promotion, or the integrity and/or feasibility of the promotion is severely undermined by any event beyond WKLT's control, including but not limited to fire, flood, epidemic, earthquake, explosion, labor dispute or strike, act of God or public enemy, satellite or equipment failure, riot or civil disturbance, war (declared or undeclared), terrorist threat or activity, or any federal, state or local government law, order or regulation, order of any court or jurisdiction, or other cause not reasonably within Miller's control (each a "Force Majeure" event or occurrence), WKLT shall have the right, in its sole discretion, to abbreviate, modify, suspend, cancel or terminate the promotion without further obligation. If WKLT, in its discretion, elects to abbreviate the promotion as a result of a Force Majeure event, WKLT reserves the right, but not the obligation, to award the prize from among all valid and eligible entries received up to the time of such Force Majeure event, in a random drawing. In no event will more prizes be awarded than stated in Rule #3.
- RULES REQUEST:** For a copy of the official rules, send a self-addressed, stamped business size (#10) envelope postmarked by 9/19/14 to: KLT – LABATT BLUE LIGHT KAYAK GIVEAWAY –, 1020 HASTINGS ST., TRAVERSE, CITY, MI 49686.
- WINNER LISTS:** For the complete list of the Winners names from the Kayak Giveaway mail to: WKLT –1020 HASTINGS ST., TRAVERSE, CITY, MI 49686. Please specify the contest about which you are inquiring. Note: Winners list for the WKLT-Labatt Blue Kayak giveaway will not be available until after September 12th, 2014.