

TOWNSQUARE MEDIA, LLC

“GECU’s Find The Miner”

Contest Official Rules

By entering the Contest, you agree to be bound by these Official Rules and to comply with all applicable laws and regulations.

NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER OR WIN THIS CONTEST. A PURCHASE OF ANY KIND WILL NOT IMPROVE YOUR CHANCES OF WINNING.

THIS CONTEST IS VOID WHERE PROHIBITED BY LAW. OPEN ONLY TO LEGAL RESIDENTS OF THE 48 CONTIGUOUS UNITED STATES WHO HAVE REACHED EIGHTEEN (18) YEARS OF AGE AS OF Thursday, January 20th, 2016.

Rules:

1. Starting Thursday, January 21st and continuing through February 5th (Monday - Friday) KLAQ 95.5 FM and klaq.com will provide clues and hints where contestants can “Find the Miner (a cardboard cut-out or poster of UTEP’s Paydirt Pete with his UTEP Pick Axe), then take a “selfie” - a picture which must be uploaded to klaq.com before midnight MST to be eligible for that day’s prize:

- Two tickets to the February 6th, 2016 UTEP/Western Kentucky game at the Don Haskins Center (3:00pm MST tipoff)
- And UTEP branded prizes

Based on the total number of entries for the day, a random number will be drawn and the person whose “selfie” is selected wins the daily prize and an opportunity to win the \$1,966. One Daily winner per day, totaling 12 daily winners advancing to the Grand Prize drawing

2. Grand Prize Event: Saturday, February 6, 2016 from 1:30pm – 2:00pm MST. All daily winners qualify for the grand prize drawing of \$1,966 cash from GECU. The grand prize drawing will take place at 2:00pm MST inside the Don Haskins Center next to the GECU booth on the concourse. Must be present to win the grand prize. Grand prize winner to be drawn at random. If winner is not present an alternate winner will be drawn, this process will repeat until a winner is awarded the prizes
3. Clues and hints for each day’s unique secret location of the Paydirt Pete and Pick Axe will be posted on klaq.com
4. The image of Paydirt Pete and Pick Axe will be on display for approximately two hours per weekday.
5. KLAQ officials will contact the daily winners the following day. If the winners cannot be contacted within 24 hours, another person will be drawn and awarded the daily prize and opportunity to win the grand prize. *Note:* For our February 5th winner, and selfie, must be posted by 5:00pm MST. Station officials will work to contact this winner by

midnight if not a drawing from all those who submitted a selfie on 2/5/16 will be eligible for the daily prize and an opportunity to win the grand prize. This process continues until a winner has been contacted.

6. No purchase necessary. Send a self stamped entry with your name, address, phone number, and email address to: Find the Miner, C/O KLAQ, 4180 N. Mesa, El Paso, TX 79902. This entry will be added to our daily random number drawing on the day the entry is received or the next day if received on a weekend. One entry per day. Mail in entry deadline is 11:59pm MST February 1, 2016.
7. Must be 18 years or older to participate in the contest.
8. Obscure and indecent pictures may be eliminated from the contest if the pictures are offensive and inappropriate to show in public forums, such as the Don Haskins Center on the UTEP campus in El Paso, Texas.
9. Must be a U.S. Citizen to be eligible to win the daily and grand prizes.
10. Employees of Townsquare Media of El Paso, GECU, and Sanders Wingo Advertising, along with their immediate families, are ineligible to win the daily or grand prizes. Participants need not be a member of GECU.
11. The grand prize winner is responsible for any and all taxes associated with this prize. The Grand prize winner will be provided tax information by GECU. GECU will provide the IRS appropriate information.
12. Complete lists of these rules are available at the KLAQ studios, or on-line at klaq.com.
13. All participants agree that by entering this contest, you are allowing contest officials to use and promote these pictures at no charge in future promotional materials.
14. Any and all changes and all decisions by officials are FINAL.
15. No purchase necessary to win. Participants do not need to be members of GECU. GECU employees are not eligible to win. One selfie winner per day will be chosen (via random drawing). Twelve winners will be chosen. Winners are required to be present at the GECU booth inside the UTEP Don Haskins Center by 2:00 p.m. on February 6, 2016 to qualify to win the cash. Winner is responsible for federal tax reporting if prize winnings awarded during the year are less than \$600. If more than \$600, GECU will provide tax reporting to recipient and Internal Revenue Service.

