

69-WFMZ-TV'S 'HOLIDAY LIGHTS 2020'

How to enter or participate – Enter to win one of two \$300 cash prizes in the “Holiday Lights 2020” contest. Viewers can enter this contest on wfmz.com or the WFMZ mobile app. Fill out the contest entry form and submit either a digital photo or video. A purchase will not improve your chances of winning. By entering this contest, entrants agree to be bound by these official rules. Any violation of the rules will result in disqualification. The odds of winning this promotion depend on the number of eligible entries/callers.

Eligibility restrictions – On air contests are open to all viewers who are 18 years of age or older who reside in the WFMZ-TV viewing area. This area is defined as, but not limited to, the counties of Berks, Lehigh, Northampton, Bucks, Montgomery, Chester, Carbon, Monroe, Warren, Hunterdon, Delaware, Philadelphia, Camden and Mercer counties. Employees of WFMZ-TV, its licensee MBC Communications, affiliated advertising agencies, affiliated entities, participating sponsors/promotional partners and their immediate families (residing in the same household) are not eligible to participate. Viewers are only eligible to win once in the “Viewers Vote” and “Anchors Vote” guiding during the contest period. Only one winner per household is permitted in this contest. WFMZ-TV is not responsible for telephone malfunctions, internet technology problems, service outages or delays, computer difficulties or other technology errors.

Entry deadline dates –

Entry Dates: 11/23/20 – 12/13/20 (Weekly by 11:59pm the Sunday prior)

Voting Dates: 12/21/20 – 12/27/20 (12/27/20 by 11:59pm)

When prizes can be won – Weekly contest winner nominees will be featured on 69 News at Six on Monday evenings during the contest period. Each of the three weekly winners will advance to the final judging period. Viewers will vote on wfmz.com and the 69 News app for the favorite display. For the weekly Viewers Choice, the winner with the most votes will be showcased on 69 News at Six. The one \$300 winner of the “Viewers Choice” contest will be selected by the

entry with the most votes during the period outlined above. Only votes from the grand prize voting period will be counted.

Contest Timeline & Voting Deadlines –

Contest Dates: 11/23/20 – 12/28/20

Entry Dates: 11/23/20 – 12/13/20 (Weekly by 11:59pm the Sunday prior)

Voting Dates:

11/30/20 – 12/6/20 by 11:59pm – Week 1 Qualifier announced 12/7

12/7/20 – 12/13/20 by 11:59pm – Week 2 Qualifier announced 12/14

12/14/20 – 12/20/20 by 11:59pm – Week 3 Qualifier announced 12/21

12/21/20 – 12/27/20 by 11:59pm – Final Voting Winner announced 12/28

Judging Criteria –

45% beauty

45% effort

10% personality

The extent, nature and value of the prizes – A total of two (2) - \$300 prizes will be awards. One for the “Viewers Choice” and one for the “Anchor’s Choice” award.

The basis for the valuation of the prizes – Value is based is \$300 cash.

Prize Claims – Winner will need to pick up their prize by appointment at the WFMZ-TV Offices, 300 East Rock Road, Allentown, PA 18103. One form of Photo ID must be presented when picking up a prize and a standard release for must be completed and signed. All prize winners are required to sign a certificate of release for all prizes. This prize can not be mailed.

Conditions – Decisions of station management with regard to this contest are final and not open to appeal. MBC Communications is responsible for complying with all federal, state and local regulations regarding contests and giveaways. Prize winners are required to provide a social security number. Payment of all federal, state and local taxes are the responsibility solely of the winner for all prizes accumulating a fair market value exceeding \$600.00 annually. By participating in the contest, the winner or winners agree to allow WFMZ-TV to use their name, photograph, voice or likeness in any advertising or broadcast material related to this contest without additional compensation. Pursuant to the liability release, the winners will agree to hold WFMZ-TV, it's licensee, it's affiliated companies, it's employees, agents and representatives of each of them harmless against any and all claims of liability arising directly or indirectly from the prize or participation in the contest. WFMZ-TV reserves the right to make changes in the rules of the contest, including the substitution of a prize with an equivalent or greater value, which would become effective upon announcement. No purchase is necessary. A purchase does not increase your chances of winning. A contestant's failure to comply with the contest rules may result in the contestant's disqualification, at the sole discretion of WFMZ-TV. The station also reserves the right to cancel the contest at anytime. WFMZ-TV is not responsible for typographical or other errors in printing, the offering or the administration of the contest or the announcement prize. For a list containing the complete list of winners or complete contest rules, mail a self addressed stamped envelope to WINNERS LIST, 69 WFMZ-TV, 300 East Rock Road, Allentown, PA 18103. Or visit wfmz.com/contest. This promotion is sponsored by 69 WFMZ-TV, 300 East Rock Road, Allentown, PA 18103.