

## **WBRZ and Live's High Heel-a-thon Official Contest Rules**

**NO PURCHASE OR PAYMENT OF ANY KIND IS NECESSARY TO ENTER THE CONTEST. PURCHASE WILL NOT IMPROVE YOUR ODDS OF WINNING.**

1. **To Enter:** Watch WBRZ-TV, beginning Saturday, August 28, 2010, through 12 noon Wednesday, September 8, 2010, for the WBRZ and Live's High Heel-a-thon contest ads. Or go to WBRZ.com for contest information. Viewers enter the contest by going to [www.WBRZ.com](http://www.WBRZ.com) and submitting their name, address, work, home and cell phone numbers, email address and date of birth. One winner will be selected.
  
2. **Eligibility/Miscellaneous:** All entrants must reside in the WBRZ viewing area as defined by Nielsen Media Research and be physically present in the U.S. as of the date of entry through and including the date of awarding prize and be 18 years or older at the time of entry. Any individuals (including but not limited to employees, consultants, independent contractors, and interns) who have, within the past six months, performed services for Disney, DADT, LIVE WITH REGIS AND KELLY, Louisiana Television Broadcasting, LLC, Lane Regional Medical Center, Cardiovascular Institute of the South, and any organizations responsible for sponsoring, fulfilling, administering, advertising or promoting the contest supplying the prize, and/or their respective parent, subsidiary, affiliated and successor companies, and immediate family and household members of such individuals, are not eligible to enter or play. "Immediate family members" shall mean parents, step-parents, children, step-children, siblings, step-siblings, or spouses. "Household members" shall mean people who share the same residence at least three months a year. By entering this contest, entrants agree to be bound by contest rules and by decisions of Sponsors, which are final as to all contest-related matters. In addition, by participating in this contest and accepting any prize that they may win, entrants agree to release Louisiana Television Broadcasting, LLC, Lane Regional Medical Center, Cardiovascular Institute of the South, and all sponsors, each of the respective officers, directors, agents, representatives and employees, as well as each of the respective successors, representatives and assigns (collectively, the "Released Parties") from any and all actions, claims, injury, loss or damage arising in any manner, directly or indirectly, from participation in this contest and/or acceptance or use of the prize. Entrants also authorize the Released Parties to use their name, voice, likeness, biographical data and city and state of residence in programming or promotional material or on a winner's list (if applicable), without further compensation unless prohibited by law.

Void where prohibited. All federal, state and local laws and regulations apply. All submissions become the sole property of Louisiana Television Broadcasting, LLC, the Sponsor of this promotion, and will not be returned. By entering or accepting the prize in this contest, the winners agree to conform to all applicable federal, state and local laws. All licenses, registrations, federal, state and local taxes and tariffs are the winners' responsibility. Winner must be available to travel 9/18/10-9/23/10.

3. The winning entry will be drawn at random from all entries received by 12:00pm (noon) on Wednesday, September 8, 2010. Winner will be notified by telephone, email and/or mail and will be required to sign and return within 2 business days of notification an Affidavit of Eligibility and Release and a Publicity Release where allowed by law. Winner must be 18 years old of age. To claim prize, winner must provide proof of age, identity, and residency. Failure to return these forms within the specified time period may result in disqualification. If for any reason, prize is not claimed or winner is disqualified, prize will be awarded to an alternate winner, selected at random from remaining valid, eligible entries timely submitted.
4. **Prizes and Odds:** The following prize will be awarded: One grand prize trip of 4 days and 3 nights to New York City for the winner and a guest. The trip includes roundtrip coach airfare for two, pre-tipped car service in New York (to/from airport, to/from LIVE taping, based on availability, restrictions apply), hotel accommodations based on double occupancy for three nights, VIP tickets to LIVE (subject to availability; taping schedule subject to change), entry into the High Heel-a-Thon sprint\* (\* if the winner opts to participate in sprint; the race is not mandatory), one \$100 gift certificate to zappos.com. Winner must be available to travel September 18, 2010 through September 23, 2010; the trip will be a four day window within those dates. Prize is not transferable. All decisions of the judges are final. Odds of winning depend on the number of eligible entries received. Federal, state and local taxes are the sole responsibility of the winner, who will receive a 1099 tax form reflecting actual value of the prize. Total value of prize is approximately \$2000. In addition to the grand prize, five runner-up prizes will be awarded. The value of these five prizes is approximately \$50 each.
5. **Reservation of Rights:** Sponsor reserves the right to cancel, terminate or modify this Contest in the event that this Contest is not capable of being conducted or completed as planned for any reason. If the Contest is cancelled or terminated, notification will be posted at WBRZ-TV, 1650 Highland Road, Baton Rouge, LA 70802. In the event that an individual attempts to undermine the legitimate operation of this Contest, Sponsor, in addition to disqualifying such person from participating in this Contest,

reserves the right to seek damages and all other available remedies (whether at law or in equity) against him/her.

- 6. Sponsors:** Louisiana Television Broadcasting Company, LLC, 1650 Highland Road, Baton Rouge, LA, 70802; Lane Regional Medical Center 6300 Main Street, Zachary, LA 70791; and Cardiovascular Institute of the South, 6550 Main Street, Zachary, LA 70791-4072
  
- 7. Prize Winners list:** For the name of the prize winner, mail a self-addressed, stamped envelope, after September 10, 2010 to: Denise Akers, Director of Marketing, P.O. Box 2906, Baton Rouge, LA 70821.