

102.7 Coyote Country “Bless with a Baby”  
**OFFICIAL CONTEST RULES**

These rules apply to 102.7 Coyote Country “Bless with a Baby” Contest (“Contest”) conducted by Beasley Media Group, LLC d/b/a KCYE-FM (“Station”). **In addition, the General Contest Rules posted at 1027coyotecountry.com apply to this Contest. If there is a conflict between the General Contest Rules and the Rules for this Contest, the Rules for this Contest shall control.**

**1. HOW TO ENTER**

- a. The Contest will begin on Monday, April 11, 2022 and end on Friday, April 22, 2022.
- b. To enter online, visit [www.1027coyotecountry.com/contests](http://www.1027coyotecountry.com/contests) and follow the links and instructions to enter the Contest and complete and submit the online entry form beginning on April 11, 2022 at 5:00am Pacific Time (“PT”) and ending on April 22, 2022 at 11:59pm PT (“Online Entry Period”). Online entrants are subject to all notices posted online including but not limited to the Station's Privacy Policy. Limit one (1) entry per eligible person during the Online Entry Period regardless if entrant has more than one email address. Multiple entrants are not permitted to share the same email address. Entries submitted may not be acknowledged or returned. Proof of submission of an entry shall not be deemed proof of receipt by the Contest administrator.
- c. Each entry must include written submission of **five hundred (500) words or less** describing why you are in need of the In Vitro Fertilization procedure for a chance to win the Prize Procedure (“Essay Entry”). Each entrant must agree to the online submission release in order to submit his or her Essay Entry.
- d. The Station, in its sole discretion, reserves the right to disqualify any entrant if such entrant’s associated Essay Entry or other content contains illegal, indecent, pornographic or sexually explicit content or otherwise offensive material such as graphic violence or if such Essay Entry or other content contains any nudity or content deemed at the Station’s discretion to be unsuitable for public display or posting on the Station’s website. Entries that do not comply with these rules will not be eligible for the Contest. Essay Entries may be posted on the Station’s website at [www.1027coyotecountry.com](http://www.1027coyotecountry.com) and by submitting an Essay Entry, entrant grants Station permission to post, embed and/or link to their Essay Entry on [www.1027coyotecountry.com](http://www.1027coyotecountry.com) and to use the Essay Entry for Contest and other promotional purposes. Station reserves the right to remove from any website and disqualify any entrant if it believes the Essay Entry violates the rights of any third party or is otherwise inappropriate for public viewing.
- e. Essay Entries must be the entrants’ original, creative work, and must not be protected by copyright; each entrant must have the right to submit them. Essay Entries may not defame or invade publicity rights or privacy of any person, living or deceased, or otherwise infringe upon any person’s personal or proprietary rights including but not limited to copyrights or trademarks. Essay Entries must not contain copyrighted materials or any other materials that may be restricted, prohibited or outlawed by federal, state or local laws. Station, in its sole discretion, reserves the right to disqualify any entry if such entry’s associated Essay Submission, or other content contains illegal, indecent, pornographic, sexually explicit content or otherwise offensive material such as aberrational behavior, graphic violence or drug abuse, or if such Essay Entry or other content contains any material whose content is deemed, at the sole discretion of the Station, to be unsuitable for public display or posting on the Station’s website. The Station’s determinations with respect to all such matters shall be made in its sole discretion and shall be final. Essays that do not comply with these rules will not be eligible for the Contest. By submitting an Essay Entry, all entrants agree that they have permission to post the Essay and grant Station permission to use their Essay for any purpose including without limitation being posted on [www.1027coyotecountry.com](http://www.1027coyotecountry.com) or Station social media accounts.
- f. There will be up to a total of one (1) winner selected in the Contest.

## 2. ELIGIBILITY RESTRICTIONS

- a. This Contest is open to all Station listeners who are 21 years of age or older as of the date of entry into the Contest, who are legal US residents and reside in Clark County, NV except where prohibited by law. Winners must possess a valid, government-issued ID and show proof of residency to verify eligibility.
- b. Employees of Station, its licensee, its parent corporation and their affiliated entities, advertising and PR agencies, participating sponsors/promotional partners, other radio stations in the service area of the Station and the members of their immediate families and those living in the same household of each (whether related or not), are ineligible to enter or win. The term “immediate family” includes spouses, siblings, parents and legal guardians, children and legal wards, grandparents, and grandchildren, including “in-laws.”

## 3. PRIZES

- a. Up to one (1) Prize will be awarded. The Prize is a gift certificate for one (1) In-Vitro Fresh Transfer Cycle (the “Procedure”) courtesy of Dr. Kurt Peterson and Dr. Russell Foulk of the Nevada Fertility Center (“Procedure Provider”) to be performed on the individual selected as the winner in the Contest whom the Procedure Provider determines to be medically qualified to undergo the Procedure. The Approximate Retail Value of the Prize is **\$24,510.00**. Procedure includes the following components:
  - a. **Pre-Cycle Services (Value of \$1,865.00):**
    - i. **Initial Physician Consult**
    - ii. **Hormone Testing**
    - iii. **Infectious Disease Testing**
    - iv. **Saline Infusion Sonohysterography with Bubble (SIS) – water ultrasound**
    - v. **Semen Analysis for male partner**
    - vi. **Hysterosalpingogram (HSG) if needed**
  - b. **Fresh Transfer Cycle Services (Value of \$21,800.00):**
    - i. **Case Management** – begins at the initial consult with the nurse coordinator. This includes a review of the physician’s treatment plan, as well as the cycle calendar, medication instructions and teaching.
    - ii. **Baseline Monitoring** – initial testing to determine it is okay to move forward with IVF, including in-cycle bloodwork.
    - iii. **In-Cycle Monitoring** – services rendered in preparation of the transfer and are composed of services such as lab tests and ultrasounds.
    - iv. **Retrieval** – egg retrieval and ultrasound procedures performed. Includes Anesthesia fees.
    - v. **Embryology / Lab Services** – our embryology lab performs and preps identification of oocytes and sperm isolation, preparing of the sperm, inseminating the oocytes including ICSI, culturing the embryos, and extended culture of oocytes/embryos.
    - vi. **Transfer** – the embryo is prepped and transferred.
    - vii. **IVF Medication** – Value of up to \$9,000.00
  - c. **After-Cycle Services (Value of \$845.00)**
    - i. **Post-Transfer Testing** – two tests included (Beta, E2 & P4)
    - ii. **OB Ultrasounds** – two tests included

Any gift certificate will be subject to the terms and conditions as set forth by the issuer of the gift certificate. Gift certificates are not refundable or transferable and may not be substituted or exchanged for cash or credit at any time, nor will gift certificates be replaced if lost or stolen. Actual value may vary on individual. Any difference between stated value and actual value, if any, will not be awarded. The winner will be solely responsible for any additional costs (including, but not limited to, routine or follow up care associated with the Procedure, if any, which shall be determined solely between the

Procedure Provider and the winner. In addition to any other affidavit and release, the winner will be required to sign a release of the Station and Procedure Provider. Winner will be required to undergo a medical examination to determine if winner is medically eligible to undergo the Procedure. There will be no charge for the evaluation. The Procedure Provider has the right to refuse to perform the Procedure at their sole discretion, based on medical reasons. In the event that the Procedure Provider chooses not to perform the Procedure on the winner, neither the Station nor the Procedure Provider will be obligated to provide a substitute prize. **Station and/or Procedure Provider offers no guarantee of the success of the Procedure.** The winner must be available to undergo the Procedure within 90 days of winning or as required by the Nevada Fertility Center.

- b. Prizes or prize certificates must be claimed at the office of the Station located at 2920 S Durango Dr Las Vegas, Nevada 89117, Monday-Friday, during regular business hours. Prize or prize certificate must be claimed within ten (10) days of winning. Failure to claim Prize by the specified time will result in forfeiture of the prize. It is the winner's sole responsibility to claim the Prize or prize certificate within the timeline provided in these Official Rules.

#### 4. SELECTION OF WINNERS

- a. Up to one (1) Prize winner will be selected as described below.
- b. On or around April, 25, 2022, a judging panel made up of Station employees, Dr. Kurt Peterson and Dr. Russell Foulk (or any substitute Procedure Provider representative) will select up to ten (10) "Semi-Finalists" from all the eligible entries received during the Online Entry Period. Entries will be judged on the content of the story and the compelling manner in which each Essay Entry tells the story of the entrants and their desire for a baby as solely determined by the judges. Potential Semi-Finalists will be notified by telephone and/or email no later than Tuesday, April 26, 2022 and will be deemed Semi-Finalists only upon confirmation of eligibility. **There is no prize associated with being deemed a Semi-Finalist.**
- c. On or around May 2, 2022, a judging panel made up of Station employees, Dr. Kurt Peterson and Dr. Russell Foulk (or any substitute Procedure Provider representative) will select up to five (5) "Finalists" from all the eligible entries received during the Online Entry Period. Entries will be judged on the content of the story and the compelling manner in which each written submission tells the story of the entrants and their desire for a baby as solely determined by the judges. Potential Finalists will be notified by telephone and/or email no later than May 2, 2022 and will be deemed Finalists only upon confirmation of eligibility. **There is no prize associated with being deemed a Finalist.**
- d. Once all Finalists' scores have been totaled, the Finalist with the highest score will be deemed the Prize winner, upon confirmation of eligibility. In the event of a tie, Dr. Kurt Peterson and Dr. Russell Foulk (or any substitute Procedure Provider representative) will judge the tied Essay Entries based on the judging criteria above and determine the winner in their sole and absolute discretion. The potential Prize winner will be notified by telephone and/or email on or around May 6, 2022 at 7:00am PT.
- e. Entrants need not listen to the Station or be present to be deemed a Semi-Finalist or Finalist or to win the Prize.
- f. If the winner(s) cannot be contacted within twenty-four (24) hours after the prize is awarded, an alternate winner may be selected at the Station's discretion. Unless otherwise specified, winners who fail to respond within twenty-four (24) hours of prize notification are deemed to be waiving their prize claim and the prize will be forfeited.
- g. Decisions of Station management with respect to the Contest are final.

## **5. CONDITIONS**

- a. The Station reserves the right to end any contest or amend these rules upon announcement on air and by publication at [www.1027coyotecountry.com](http://www.1027coyotecountry.com).
- b. For website contests: By use of the Station's website and by entering this Contest, entrants agree to the Station's Terms of Service Agreement and to the use of Personal Information as stated in the Privacy Policy located at [www.1027coyotecountry.com](http://www.1027coyotecountry.com).
- c. Copies of the written Contest rules and a list of all winners are available during regular business hours at the main studio of the Station, 2920 S Durango Dr Las Vegas, Nevada 89117 or by sending a self-addressed, stamped envelope to the Station.