

Coast Keyword Fall 2025 Rules & Regulations

Eligibility:

- Coast 101.1 contests are open to individuals that hold permanent residence in the province of Newfoundland And Labrador and are within the terrestrial broadcast contour of CKSJ-FM.
- Individuals who participate in the Coast Keyword contest and guess incorrectly are eligible to attempt to participate again. However, individuals may only qualify once for the grand prize.
- Those ineligible are:
 - Coast Broadcasting Ltd. employees, those having left the employment of Coast Broadcasting Ltd within the past 2 years from the date of the contest period closing, persons that reside in the same household as Coast Broadcasting Ltd. Employees and former employees, and immediate family members of Coast Broadcasting Ltd. Employees and former employees.
 - Coast Prize Sponsors for the contest, sponsor employees, persons that reside in the same household as Coast Prize Sponsor employees and immediate family members of Coast Prize sponsor employees.
 - Individuals that reside outside of the CKSJ-FM terrestrial broadcast contour (ie: Those listening from a geographical distance through internet streaming).
 - Contest participants must be 14 years of age or older.
 - Prizes won by minors may be required to be distributed to a legal guardian as/if required by law.

Contest Entry:

- Eligible participants qualify to play the Coast Keyword as follows:
 - By calling the Coast contest line when it is a signaled occasion to play.
- NOTE: Coast Broadcasting cannot guarantee that any individual will be successful in having their phone call answered when attempting to participate in the Coast Keyword contest.
- Coast Broadcasting Ltd reserves the right to alter the qualification process during the contest period

Contest Participation:

- The Coast Keyword participant will participate in a live or taped to live contest play with a Coast baseball style hat being awarded for eligible participation regardless of correct or incorrect guess.

-Participants who correctly guess a COAST Keyword will also receive a prepaid VISA gift card and will be eligible to participate for the grand \$10,000 cash prize.

-Participants will be given the opportunity to guess ONE letter they may think is in the Coast Keyword. Whether correct or incorrect they will then be given 10 seconds to take ONE guess at the Coast Keyword.

-NOTE: Only one guess is permitted per play. Attempts to make additional guesses will result in disqualification from the contest.

-Contest plays occur at varying times (once between 6am-10am, once between 10am-3pm, and once between 3pm-6pm) between the hours of 6am to 6pm Monday Friday and may or may not include holidays

-Coast Broadcasting Ltd reserves the right to increase, or decrease contest plays during the contest period

-Listeners choosing to attempt to participate must listen for the on-air signal to play and then call Coast 101.1 at (709) 754-1011 immediately to attempt to participate.

-The participant must personally place the phone call, proxy will not be accepted and any misrepresentation will violate the participant's eligibility.

-Coast Broadcasting Ltd is not responsible for ANY circumstance that prevents said participant from phoning Coast 101.1.

-Coast Broadcasting Ltd will allow a direct proxy (sitting with the participant) for a person that is unable to participate verbally over the phone due to a physical impediment.

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Prizes:

-The Coast Keyword Contest awards a prizes as noted below:

-Participants who correctly identify the correct Coast Keyword will receive a gift card and be eligible to participate for the grand prize of \$10,000.

-Eligible hours are from 6am to 6pm Monday-Friday and may or may not exclude holidays.

-All cash prize amounts are issued by cheque in the participant's name (or name of a legal guardian in the case of a minor if required).

-All prizes must be claimed in person at the offices of Coast 101.1 with proper identification to confirm contest eligibility. Upon confirmation of eligibility, the cheque will be presented to the Coast Keyword grand prize winner.

-Coast Keyword participants and winners unable to confirm they have met the eligibility requirements when claiming a prize and are then deemed ineligible will not receive a Coast Keyword prize.

Other Items:

-Coast Keyword participants agree to the following:

-An understanding that the CORRECT Coast Keyword has to be identified in order to qualify or win the contest. There may be instances where the six letters identified can be arranged to spell multiple words but only one of the words will be a CORRECT Coast Keyword.

-During the duration of the promotion there will be multiple Coast Keywords to identify.

-Successfully identifying a Coast Keyword will mean that a participant will move forward in the contest and will compete again for the grand prize.

-An understanding that they are participating in a radio contest which will involve their verbal responses broadcast over public airwaves

-Their name, general area of residence, voice (recorded or live), and likeness may be used by Coast Broadcasting Ltd and Coast Keyword Sponsors in promotional material surrounding the contest

-All prizes are to be accepted as awarded and are not transferable without the express permission of Coast Broadcasting Ltd and/or Coast Keyword Sponsors

-Coast Broadcasting Ltd is not responsible for technical errors during the execution of the Coast Keyword contest

-In the highly unlikely event of a technical interruption of the Coast 101.1 broadcast signal at 101.1FM during the contest window, the Coast Keyword Contest will be suspended until resumption of the signal.

-Any restitution due to a technical error is at the sole discretion of Coast Broadcasting Ltd and Coast Keyword Sponsors.

Coast 101.1 Privacy & Anti-Spam Policy

Coast 101.1 will occasionally ask personal information from our listeners for the purposes of participation in radio station and radio station client promotions and for identification in claiming prizes. All information is held for the exclusive use of Coast 101.1 and sponsors. By providing a valid email address for a contest entry through www.coast1011.com, you are granting permission to be contacted

via email by Coast Broadcasting Ltd and/or a sponsor of the contest being offered. If after the first email contact you wish your information from our database, please contact General Manager Aiden Hibbs at aiden@coast1011.com.