

**104.9 the River College Scholarship presented by Mount Vernon Nazarene University
Adult & Graduate Studies Program
COLUMBUS PROMOTION OFFICIAL RULES**

1. **PROMOTION TIMING:** Promotion begins at 9:00 am on MONDAY, JANUARY 23, 2010 and ends at 5:00 PM on THURSDAY, FEBRUARY 11, 2010. ("Promotion Period").
2. **HOW TO ENTER:** Listeners of 104.9 the River (WCVO) will be given the opportunity to write a maximum 300-word essay on the how completing their college education would positively impact their lives and submit it online at www.1049theriver.com. Finalists will then be chosen at station's discretion and the recipient will be selected in conjunction with MVNU officials at our discretion. Promotion is limited to one entry per household. Any entry or entries not in compliance with the Official Rules shall be deemed ineligible. By entering, each applicant is consenting to having their entry used in any form for station promotion. By providing any personal information, you acknowledge that CVCO Inc. and Mount Vernon Nazarene University may send you information, samples or special offers it feels may be of interest to you. Promotion is open to all legal residents of the United States who are 18 years of age and older, as of date of participation.
3. **NO PURCHASE REQUIRED:** No purchase is required to enter or be eligible to win a prize.
4. **ODDS OF WINNING:** Odds of winning depend upon the number of entries received. Decisions of stations and all judges are final in all respects. Recipient will be notified by phone and/or mail and will be required to complete a release, which must be returned within 10 days of receipt, or an alternate winner will be selected.
5. **PRIZE:** This entry will qualify for the grand prize of tuition scholarship to Mount Vernon Nazarene University Adult & Graduate Studies Program. The grand prize will be awarded during the morning show on Friday, February 12, 2010. Prize does NOT include cost of books and laptop computer. Recipient is responsible for any associated taxes, etc.
6. **ELIGIBILITY:** Promotion is open to all legal residents of the United States who are 18 years of age and older, as of date of participation that meet the following criteria. Employees of WCVO, Mount Vernon Nazarene University, subsidiaries, divisions, affiliates, advertising and promotional agencies and immediate family members of each, and those residing in the same household are not eligible to participate. Void where prohibited or restricted by law. All federal, state and local laws and regulations apply. Station will supply winner with a 1099 tax form, if necessary.

Special Note: Applicants/recipient must meet admission qualifications of MVNU and be willing to fulfill any general education requirements before entering the program.

7. **VERIFICATION:** All recipients are subject to verification of eligibility. If, due to an error of any kind, more recipients are notified, or more prizes are claimed, the intended number of prizes will be awarded in a random drawing from among all verified prize claims received. In no event will the Sponsor be obligated to award more than the stated number of prizes.
8. **GENERAL:** By participating in this promotion, entrants agree to be bound by the Official Rules, which are available upon request at the station, and the decisions of the judges. By accepting prize, recipient agrees to hold harmless the sponsors of the promotion and any prize suppliers, their respective directors, officers, employees, advertising agencies, promotional agencies and participating retailers and assigns harmless against any, and all claims and liability arising out of the acceptance or use of prize and consents to the use of his/her name/likeness, without additional compensation, for any, and all publicity purposes carried out by the sponsors, unless prohibited by law. Recipients assume all liability for any injury or damage caused or claimed to be caused by participation in this promotion or use or redemption of any prize. Sponsors, participating retailers and radio stations, their affiliates, subsidiaries, and advertising and promotion agencies are not responsible for the administration of the promotion or in the announcement of the prize or for lost, late, mutilated or illegible entries or limitations of any kind, or failure to receive entry information. Mount Vernon

Nazarene University and/or 104.9 The River retain the right to amend, modify, or terminate the promotion at any time.

9. **SCHOLARSHIP AWARD:** For names of winners, available after February 12, 2010, send a stamped, self-addressed envelope by March 31, 2010, to: WCVO 881 East Johnstown Road. Gahanna, Ohio 43230