

# **The Coulee Region Race**

## **Rules and Regulations**

The Coulee Region Race (the “Event”) is a competition wherein teams will attempt to complete various physical and mental challenges. Each team shall consist of two (2) individuals (individually each a “Participant”). The Event is sponsored by Mississippi Valley Broadcasters, LLC d/b/a La Crosse Radio Group (hereinafter “La Crosse Radio Group”) along with various other individuals and businesses located in the La Crosse area (La Crosse Radio Group and all such other individuals and businesses hereinafter the “Sponsors”). All cash and pledges are for the benefit of The Boys and Girls Clubs of Greater La Crosse. The following Rules and Regulations are intended to assist the Sponsors and each Participant in the Event to produce a fun and safe Event.

1. The first fifty (50) teams to provide La Crosse Radio Group with a completed Application and a minimum of \$250.00 in the form of cash and pledges will be allowed to compete in the Event. All entries are final and donations are not subject to refund, in whole or in part. All cash and pledges received shall be distributed to the Boys and Girls Clubs of Greater La Crosse.
2. Each team shall consist of two (2) Participants. Each Participant acknowledges that they are aware that participation in the Event may involve risks and hazards which may expose the Participant, and other Participants, to the risk of death, serious injury, illness and property damage. Each Participant must be eighteen (18) years of age or older and both teammates must remain together at all times. Each Participant will be required to sign a copy of these Rules and Regulations and must be in good physical and mental health and is aware that the activities in the Event may involve risks and hazards. Each Participant will be required to sign a Release and Waiver Agreement, prior to being allowed to participate in the Event, releasing each and all of the Sponsors from all loss or damage caused by death, injury, illness, or property damage. Each Participant hereby acknowledges that they are physically and mentally able to participate in the Event.
3. All decisions regarding the Event, including but not limited to rules, eligibility, selection of Participants, game play, tasks, Participant and/or team elimination, and award of prizes, are at the sole and exclusive discretion of La Crosse Radio Group, are final, and are not subject to appeal. La Crosse Radio Group reserves the right to disqualify any team for any reason, including, without limitation, any Participant's violation of these Rules and Regulations. Participants are expected to exhibit appropriate behavior, at all times, including those specific Rules and Regulations which may be imposed at any location where any portion of the Event is conducted.
4. Each Participant will be provided with a wristband and t-shirt, evidencing their involvement in the Event as a Participant, both of which shall be worn at all times during the Event.

5. Each Participant is responsible for their own transportation to and from each event location. Only travel by foot or public transit, including buses (MTU and Onalaska/Holmen/West Salem Public Transit) will be allowed. The top three (3) teams with the largest amount donated (the "Fast Forward Winners") will be provided transportation by the Sponsors from the Event starting point to the first challenge location of their choice. No other transportation will be provided to the Fast Forward Winners. No other form of transportation will be allowed, which shall include, but not be limited to, automobiles, motorcycles, scooters, in-line skates, snowmobiles, bicycles, wheeled baby conveyances or any other type of wheeled vehicle, or any other form of transportation, whether public or private. Each participant must obey all Federal, State, and local laws, regulations, and ordinances, including but not limited to, traffic rules and regulations. Each Participant acknowledges that no roads will be monitored, controlled, or closed for the Event.
6. Each Participant acknowledges that videographers and photographers may be stationed at various locations along the Event course and at Event locations. Each Participant hereby consents to the recording, use, and reuse by La Crosse Radio Group and any of its respective licensees, assigns, parents, subsidiaries, divisions, business units, or affiliated entities, and each of their respective employees, agents, and officers, of such Participant's voice, actions, likeness, name, and appearance (hereinafter "Image") in any and all media now known or hereafter devised into perpetuity. Each Participant agrees that their Image may be altered or modified and that La Crosse Radio Group exclusively owns all right, title, and interest in and to all materials (e.g. any video, audio, photos, etc.) that are obtained as a result of participation in the Event, including use during the Event and for future promotional purposes.
7. Only Participants will be allowed to participate in the Event. No children or pets will be allowed to accompany any Participant.
8. La Crosse Radio Group reserves the right, in the event of an act of God, emergency, local or national disaster, or for any other reason to cancel the Event or to change the date on which the Event is held or the time it commences. In the event of cancellation of the Event, there will be no refund of entry fees, in whole or in part.

I hereby acknowledge that I have reviewed and understand the foregoing Rules and Regulations and agree to their terms.

\_\_\_\_\_  
Signature of Participant

Address: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Date: \_\_\_\_\_