

**RELEASE AND WAIVER OF ALL LIABILITY AND
ASSUMPTION OF RISK AGREEMENT**

I, _____, (the "Participant") in consideration of the opportunity to participate in The Coulee Region Race (the "Event") which is being organized and conducted by Mississippi Valley Broadcasters, LLC d/b/a La Crosse Radio Group (hereinafter "La Crosse Radio Group") and various other sponsors and co-sponsors, for myself, my successors, heirs, assigns, executors, administrators, spouse and next of kin:

1. Acknowledge that I understand that my participation in the Event may involve the risk of death, serious injury, illness and property damage, including economic losses, which may result from my own actions, inaction, negligence, gross negligence, recklessness or intent, but which also may result from the actions, inactions, negligence, gross negligence, recklessness, or intent of others; and as well from the condition of the roads over which the Event is being conducted and the condition of the location(s) at which any particular challenge or portion of the Event is conducted. I further acknowledge that such risks include, but are not limited to, the following: latent or apparent defects or conditions in any equipment used in the Event; the use or operation by Participant or others of such equipment; acts of other people including, without limitation, acts of La Crosse Radio Group, other Event sponsors or co-sponsors, or other Participants; other natural conditions; Participant's physical condition; Participant's own acts or omissions; first-aid, medical or emergency treatment or other services rendered to Participant or others; exposure to illness; consumption of food or drink; acts of God; laws or local ordinances; war or riots; terrorism; strike; and/or no reason at all. I acknowledge that the above list of reasons is not complete nor exhaustive and I accept and assume all risks of injury, death, illness or disease, or other damage to me, to others, or to my or their property, which arise in any way from my participation in this Event.
2. Assume any and all risks of bodily, mental, and emotional injuries to myself arising from or related to my participation in the Event; and assume any and all associated direct, proximately caused or consequential liabilities that I may incur that are caused by or arise from my participation in the Event, including without limitation, all medical or hospital bills, permanent or partial disability, death, damages, and loss of my property or the property of any third party.
3. Will permit emergency treatment in the event of injury or illness to me while participating in the Event.

4. Release, waive, discharge, covenant not to sue or present any claim based in tort, contract or any other theory of law to include, without limitation, any claim for illness, personal injury, property damage, money damages or wrongful death against La Crosse Radio Group and all other sponsors and co-sponsors of the Event, including their respective parent companies, subsidiaries and affiliates, officers, employees and agents (La Crosse Radio Group and all other sponsors and co-sponsors of the Event and their respective parent companies, subsidiaries and affiliates, officers, employees and agents hereinafter collectively the "Releasees") occurring as a result of my participation in the Event.

5. Warrant that I am in good health and have no existing physical condition that would prevent me from participation in the Event.

I FULLY ACKNOWLEDGE AND UNDERSTAND THAT MY AGREEMENT WITH THE TERMS OF THIS DOCUMENT RELEASES THE RELEASEES FROM ANY AND ALL LIABILITY FOR BODILY INJURY, WRONGFUL DEATH, AND/OR PROPERTY DAMAGE. I ACKNOWLEDGE THAT I HAVE READ THIS DOCUMENT AND UNDERSTAND THAT I GIVE UP SUBSTANTIAL RIGHTS AND ASSUME ALL RISKS BY SIGNING IT AND I SIGN VOLUNTARILY.

Printed Name of Participant

Signature

Address of Participant

Age of Participant on date of Event

Date