



**IT'S WHAT'S FOR DINNER.®**  
**The Missouri Beef Council Free Beef**  
**Rules & Regulations**

1. No purchase necessary to enter. Contest void where prohibited by law.
2. Winners of all prizes are solely responsible for all taxes on winnings: federal, state, and local.
3. Contests are open to all residents who reside in the counties of Missouri that are encompassed in the listening area of the participating stations, who are 18 years of age or older. Employees of The Missouri Beef Council, the participating stations, Word Marketing, Woods Supermarket or any other sponsors and their immediate families within a 100-mile radius of the participating stations are NOT eligible.
4. Winners must produce state issued picture identification in order to claim their prize, and will be required to sign various release forms.
5. The Missouri Beef Council, Woods Supermarket and participating stations reserve the right to use all winners' voices, names, and likenesses for promotional and advertising purposes for a period of up to one year.
6. Any misinformation about a contestant given by the contestant, to a representative from The Missouri Beef Council, Woods Supermarket and/or participating stations will disqualify that contestant.
7. The Missouri Beef Council, Woods Supermarket and participating stations are not responsible for any illegible entries, or lost, late or misdirected mail.
8. From March 1, 2009 through March 31, 2009, participating stations will conduct a Free Beef Promotion for the Missouri Beef Council and Woods Supermarket. Specifics of the contest will be determined by the participating station. All contests of chance will be conducted in accordance with the Missouri State contest rules, providing that no form of consideration will be required of contestants. The Grand Prize will be awarded by the participating station at the end of the contest, and arranged by The Missouri Beef Council and Woods Supermarket directly with the winner within two weeks of the winner selection. The Grand Prize will be \$1000.00 in free groceries from Woods Supermarket. Qualifying prizes will include Healthy Beef Cookbooks and Beef It's What's for Dinner aprons. The odds of winning depend on number of people playing.
9. Failure to observe all contest rules will result in the forfeiture of the prize. All disputes concerning The Missouri Beef Council Free Beef promotion shall be resolved by The Missouri Beef Council management whose decisions are final and binding.
10. For a list of winners from The Missouri Beef Council Free Beef promotion, contact the participating station. Winners' lists are available for 30 days after the end of the contest.
11. The prizes for The Missouri Beef Council Free Beef promotion are non-transferable and may not be substituted.
12. These rules are subject to change without notice. The rules are available through the participating station through the end of the contest, or by emailing a request for rules to [anna@wordmarketing.biz](mailto:anna@wordmarketing.biz). Any rules quoted or inferred vocally either by phone or on the air are subject to the approval of the judges, and are invalid until such action is taken.
13. The Missouri Beef Council, Woods Supermarket, the participating stations and Word Marketing reserve the right to cancel this contest at any time without notice to or liability to contestants.
14. These rules are effective as of September 7, 2009.