

**WVRC MEDIA 2025 Ride and Riches Official Rules**

**Updated:6/5/2025**

1. This promotion will run from June 16,2025 to August 3,2025
2. No purchase is necessary to participate in the contest.
3. All winners must be at least 18 years of age at the time of winning.
4. During the promotional period, entrants will be able to register for a chance to win a 2025 Royal Enfield Himalayan and \$1,000.00 from WVRC Media at area businesses (registration locations). Registration locations will be announced on WCHS-AM, WKAZ-AM, WCST-FM, WKWS-FM, WVAF-FM, WRVZ-FM and WSWW-AM.
5. Registration is only possible during regular store/business hours at each participating sponsor. WVRC Media will not be held responsible for any deviation from any sponsor's normal hours, or for any inability a sponsor may have in maintaining a registration box and/or entry blanks.
6. Contestants may register one time at each location.
7. The total number of finalists will be determined by the number of registration locations involved.
8. Registrants chosen as finalists will qualify for the prize of a 2025 Royal Enfield Himalayan and \$1,000.00 to be given away on August 9,2025 during the Ride and Riches event at Trojan Landing Marine & Powersports in Charleston, WV.
9. Finalists must attend the Ride and Riches event at Trojan Landing Marine & Powersports event August 9,2025 to be eligible to win the grand prize. Finalists may not send another individuals in his/her place.
10. Grand Prize Winner is responsible for picking up prizes from WVRC Media of Charleston and Trojan Landing Marine and Powersports.
11. WVRC Media requires a social security number to present prize to Grand Prize Winner. The contest prize exceeds \$599, therefore, WVRC Media is required to file compliant paperwork for federal income tax purposes.
12. One winner will be named for the 2025 Royal Enfield Himalayan and another one winner will be named for the \$1,000.00 cash prize provided by WVRC Media and Trojan Landing Marine & Powersports.
13. Employees of WVRC Media, Trojan Landing Marine and Powersports, and all registration location employees and members of their immediate families are ineligible to play this contest.
14. All winners in this contest agree to the possible use of their name, voice, and/or likeness in connection with the promotion of WVRC Media.
15. WVRC Media reserves the right to end this contest earlier than the stated end date, or at any time.
16. WVRC Media reserves the right to change the rules of this contest at any time. All decisions made regarding winners are final.
17. Winner must pay taxes and fees on 2025 Kaza Brown Himalayan - Royal Enfield
18. Winner must have insurance before 2025 Kaza Brown Himalayan - Royal Enfield leaves Trojan Landing Marine & Powersports.