

“Play For Purpose” Official Contest Rules

NO PURCHASE NECESSARY TO ENTER OR WIN. A PURCHASE WILL NOT INCREASE YOUR CHANCES OF WINNING. VOID WHERE PROHIBITED OR RESTRICTED BY LAW.

These Official Rules govern the “Play For Purpose” Contest conducted by Freedom First Federal Credit Union (FFCU) and WXLK.

By participating, entrants and participating schools agree to be bound by these Official Rules and by the decisions of FFCU and WXLK, which are final and binding in all respects.

1. The school must be a public or private high school (grades 9–12).
2. Schools must be located within FFCU's designated promotion area/ WXLK Nielsen Defined DMA: Roanoke/Lynchburg/New River Valley.
3. It must have a recognized interscholastic football program.
4. Schools who won in 2023, 2024, and 2025 are not eligible to win in the first 3 rounds of the 2026 contest but are eligible to be the bonus (4th) school selected.

1. How Voting Works

- During the Contest Period, visit www.PlayForPurpose.net and follow the instructions to vote.
- Voters provide their name, a valid email address, city/town, and select their school(s).
- Each person may vote five (5) times per calendar day per valid email address.
- Automated voting, bots, scripts, or other methods intended to bypass the voting limits are prohibited. Suspected fraudulent or bulk votes may be disqualified at FFCU's discretion.
- Votes are tabulated on a rolling basis. Votes will not reset each time there is a “winner” chosen.
- Voting will open on August 13, 2026, and will end on October 7, 2026.

2. How Winners Are Chosen

- Votes are tabulated by Shortstack- a voting website outsourced for the purposes of this contest.
- Three (3) Schools with the highest number of valid votes who did not win in 2023, 2024 or 2025 are eligible to win will be chosen based on votes. Odds of winning depend

on the total number of eligible entries received. Winners will be announced on August 26, September 9, and September 23 on WXLK- K92.

- In case of a tie, FFCU will hold a random drawing among tied schools.
- Provided a school is eligible and in compliance with these Rules, FFCU will not replace with another school.

3. One Bonus School

- FFCU will identify the Bonus School as the school with the highest total number of valid votes overall, regardless of eligibility.
- To avoid duplicate awards, if a school has already won in 2026 and also has the highest overall votes, the Bonus School will be the next-highest vote-getting school.

4. Prizes

1. Each of the first three schools will receive a minimum guaranteed donation of \$3,000. For every first down made by that school after the first 15 first downs of the game, the school will receive an additional \$200 for each additional first down.
2. The Bonus School will receive a donation of \$3,000 with no opportunity to increase donation via first down count.
3. First downs (or other agreed metrics) will be based on official statistics as recognized by the applicable athletic association or governing body and accepted by FFCU as final.
4. Prize funds will be paid directly to the winning schools by FFCU. Prizes are not transferable or redeemable for cash by individuals.
5. Any taxes or reporting obligations associated with the prize are the responsibility of the recipient school.

5. Voting Integrity & Disqualification

- FFCU may verify voter identity, email addresses, and voting patterns.
- Any votes believed to be fraudulent, automated, or obtained in a manner that violates these Rules may be removed.
- If FFCU determines that a school benefitted from systematic fraudulent voting that materially affects the outcome, they may adjust totals or disqualify that school.
- These measures are taken solely to protect fairness; otherwise, FFCU intends for the community vote to determine the outcome.

6. Notification & Publicity

- Winning schools will be notified using contact information available to FFCU or provided during the contest. If a school cannot be reached or does not respond within 24 hours, FFCU may select the next-eligible school by vote total.
- Names and likeness of winning schools may be shared on FFCU's website and social media and media partner websites, social media, and on-air announcements including, but not limited to WXLK.
- By participating, winning schools agree that FFCU and its media partners may use the school's name and logo, and photos/video from related events, for promotional purposes without additional compensation, where permitted by law.

7. General Conditions & Liability

- FFCU may cancel, modify, or suspend the contest if fraud, technical issues, or other factors impair its integrity or proper operation.
- FFCU and Wheeler Media Solutions are not responsible for lost, late, misdirected, or incomplete votes; technical failures; or damage to participants' devices arising from participation.
- By participating, voters agree to release and hold harmless FFCU, Wheeler Media Solutions, their affiliates, and their respective officers, directors, employees, and agents from any claim or liability arising from participation in the contest or any prize awarded to a school.

8. Privacy

- Any personal information collected from voters will be used by FFCU and its media partners only for contest administration and as otherwise described at the point of collection, in accordance with applicable privacy practices. Information will not be sold to third parties.

****These Official Rules may be updated or clarified by Freedom First Federal Credit Union or WXLK as needed without notice. Any material changes will be posted on the contest website.****

Last Updated: August 2026