LADY LUCK CALIFORNIA LOTTERY BLACK TV & RADIO PROMOTIONS

TV	Dates	LINK	Promotion Description
FRESNO			
KMPH	4/2-4/20/12	http://www.kmph.com/story/16773278/california-lottery-black-California Lottery Black Scratchers tickets	Secret code revealed on-air, log onto station website and enter to win California Lottery Black Scratchers tickets.
LA			
KCBS	4/2-4/22/12	http://losangeles.cbslocal.com/black-scratchers-giveaway/	Secret code revealed on-air, log onto station website and enter to win California Lottery Black Scratchers tickets.
SAC			
KTXL	4/9-4/15/12	http://www.fox40.com/community/contests/	Secret code revealed on-air, log onto station website and enter to win California Lottery Black Scratchers tickets.
SF			
KTVU	4/2-4/22/12	http://www.ktvu.com/s/entertainment/contest/	Secret code revealed on-air, log onto station website and enter to win California Lottery Black Scratchers tickets.

RADIO	Dates	LINK	Promotion Description
FRESNO			
KSOF	4/16-4/22/12	http://www.softrock989.com/main.html	Scavenger hunt on station website.
KSKS	4/2-4/22/12	http://www.ksks.com/pages/main	Scavenger hunt on station website.
LOS ANGELES			
KOST-FM	4/2-4/13/12	http://kostrewards.kost1035.com/asp3/CodeDetail.aspx?type=3&CodeID=:	Scavenger hunt on station website to win California Lottery Black Scratchers tickets.
KIIS-FM	4/2-4/13/12	http://kiisclubvip.kiisfm.com/asp3/CodeDetail.aspx?CodeID=206668&type=	Secret code revealed on-air, log onto station website and enter to win California Lottery Black Scratchers tickets.
KHAY	4/2-4/6/12		Radio Remote event to win California Lottery Black Scratchers tickets; no online component.
KBBY	4/9-4/13/12	http://www.b951.com/	Secret code revealed on-air, log onto station website and enter to win California Lottery Black Scratchers tickets.
MODESTO			
KJSN-FM	4/9-4/22/12	http://www.sunny102fm.com/main.html	Secret code revealed on-air, log onto station website, after listeners find the “black page,” they will have the opportunity to enter to win California Lottery Black Scratchers tickets.
KMRQ-FM	4/9-4/22/12	http://www.rock967.com/main.html	After listeners log on to the website and find the "black page" They will have the opportunity to enter to win California Lottery Black Scratchers.
STOCKTON			
KQOD-FM	4/9-4/22/12	http://www.mega100online.com/cc-common/contests/	Wear all black to a Radio Remote to win California Lottery Black Scratchers tickets and other prizes.

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RIVERSIDE (LA)			
KFRG-FM	4/2-4/8/12	http://kfrog.cbslocal.com/category/contests/	Scavenger hunt on station website to win California Lottery Black Scratchers tickets
KOLA-FM	4/2-4/22/12	http://club.kolafm.com/CustomContest.aspx?AID=184556	Secret code revealed on-air, log onto station website and enter to win California Lottery Black Scratchers tickets.
SACRAMENTO			
KNCI-FM	4/9-4/20/12	http://kncifm.cbslocal.com/	Scavenger hunt on station website for hidden four leaf clover and enter to win $100 in California Lottery Black Scratchers tickets
KSEG-FM	4/2-4/13/12	http://www.eagle969.com/	Listeners share a story of how they were struck by Lady Luck on the Eagle's Facebook page for the chance to win California Lottery Black Scratchers®!
SAN FRANCISCO			
KOIT-FM	4/2-4/8 & 4/16-4/22	http://www.koit.com/#	On-air promotions will drive listeners to station website for scavenger hunt for a four leaf black clover for a chance to enter to win California Lottery Black Scratchers tickets.
KMVQ	4/2-4/15/12	http://997now.cbslocal.com/win-a-10-pack-of-california-lottery-black-scrat	Secret code revealed on-air, then log onto station's website to enter for a chance to win California Lottery Black Scratchers tickets through a scavenger hunt online.
SAN JOSE			
KBAY-FM	4/4-4/13/12	http://www.kbay.com/	On-air promotions will drive listeners to website for a chance to enter to win California Lottery Black Scratchers tickets.
KRTY-FM	4/7-4/13/12	http://www.krty.com/Contests/2668245	E-mail story to win California Lottery Black Scratchers tickets.