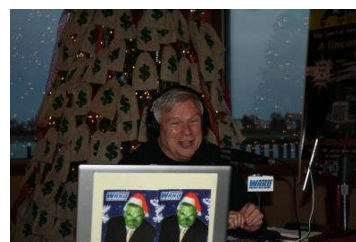




**Million Dollar Media grants \$68,000 Christmas Wish!**

**Quincy, MA man wins Money Bag Contest on December 22**



**View or listen to the winning moment:**

**Video & Audio link:**

[www.milliondollarmedia.com/PrizeWinners/tabid/58/EntryId/10/-68-000-Holiday-Cash-Winner-WRKO-AM-Boston-MA.aspx](http://www.milliondollarmedia.com/PrizeWinners/tabid/58/EntryId/10/-68-000-Holiday-Cash-Winner-WRKO-AM-Boston-MA.aspx)

**December 22, 2011 (Boston, MA)** – For one lucky man from Quincy, MA – Christmas came a little early this year when he won \$68,000 in Cash during the ‘Win Howie’s Holiday Cash’ live broadcast event on WRKO-AM.

Joseph “Jay” Campbell was selected from among (20) qualifiers through a reverse drawing at the event. As the last man standing, Jay was able to select (1) of the (100) money bags hung from the WRKO Christmas Tree.

WRKO’s Howie Carr had the contestant open his money bag live on-air during the broadcast. Jay said hello to his mom on-air, who was in the hospital, then opened his selected money bag.

And what to their wondering eyes should appear? The grand prize certificate indicating Jay Campbell had just selected the winning money bag and **won \$68,000 of Howie Carr’s Cash** for the Holidays (*paid by Million Dollar Media*)!

The station had qualified (20) listeners through on-air contests leading up to the event – and invited them to join the station for a Holiday Live Broadcast from The Inn at Bay Pointe. Prize coverage was provided by Million Dollar Media – who will be issuing the \$68,000 prize check to the winner on behalf of the station and Howie Carr.

“The contest was just unbelievable”, says WRKO Director of Promotions. “When he won, the contestant jumped up and kissed Howie Carr! Million Dollar Media is incredible to work with – they walked us through every step of the process, and had a prize check processed almost immediately. They were flawless in helping us create the perfect Holiday contest.”

**Interested in Money Bag Challenge or other exciting contest?  
Contact Million Dollar Media today at 866-99-PRIZE (866-997-7493)**

*Million Dollar Media is the **only** insured promotions company dedicated to the Media Industry. With over 75 years combined experience in radio and insured contesting, Million Dollar Media can help your sales, promotions and programming teams increase revenue and ratings. Call MDM to begin planning your next great station or client promotion today.*