



## **NEWS RELEASE**

### **FOR IMMEDIATE RELEASE**

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### **92.3 WIL TO HOST 2015 “DUCT TAPE DERBY”**

*Annual Cardboard Sled Challenge to take place  
at Hidden Valley Ski Resort on Friday, February 13, 2015*

**ST. LOUIS** – 92.3 WIL is teaming up with Hidden Valley Ski Resort and the Alpine Shop to host their popular annual sled racing event “with a twist” – the “Duct Tape Derby”!

The “Duct Tape Derby” will take place on Friday afternoon, February 13<sup>th</sup> from 2:00 until 5:00 pm at Hidden Valley Ski Resort in Wildwood, Missouri

WIL is searching for the best looking sleds and the fastest teams on the snow. And the “twist” for competitors is that the sleds can only be constructed of cardboard, tape and glue!

Check in will take place from 2:00 until 3:00 pm, with the racing and judging kicking off promptly at 3:00 pm. Join 150 sledding teams competing for prizes in two categories:

- **Best Designed Sled**  
1<sup>st</sup> Place Prize: \$500 in Cash and a \$500 Alpine Shop Gift Card  
2<sup>nd</sup> Place Prize: \$250 in Cash and a Hidden Valley Gift Bag
- **Fastest Sled**  
Winner: \$250 in Cash and a \$500 Alpine Shop Gift Card

There is no cost to register and participate in the "Duct Tape Derby", and after the races are over, all participants will be able to snow tube for FREE at Hidden Valley's Polar Plunge Tubing Hill.

Spectators can also participate by purchasing a tubing session, and Hidden Valley Ski Resort will have refreshments for purchase on site during the race day festivities. Bring a group of friends and supporters, and make a day of it!

92.3 WIL recommends that all participants/teams take note of the guidelines for building sleds and taking part in this year's "Duct Tape Derby" – the complete list is available online at [www.wil92.com/duct-tape-derby](http://www.wil92.com/duct-tape-derby).

For more information about "Duct Tape Derby", the public may listen to 92.3 WIL FM, or visit the radio station's web site at [www.wil92.com](http://www.wil92.com).

***About Hubbard Broadcasting, Inc.***

Started in 1923, Hubbard Broadcasting, Inc. is an American television and radio broadcasting corporation based in Minneapolis-St. Paul, Minnesota that was started by Stanley E. Hubbard. Hubbard Broadcasting now operates 21 radio stations as well as twelve television stations in Illinois, Minnesota, Missouri, New Mexico, New York, Ohio, Utah, and the District of Columbia.

In addition to radio and television broadcast stations, other Hubbard Broadcasting companies include the satellite and cable networks ReelzChannel (launched in 2006) and Ovation TV, F&F Productions and the Hubbard Radio Network, which is used to distribute KSTP-AM's local talk shows to subscribing radio stations in Minnesota, North Dakota and Wisconsin.

Hubbard Broadcasting is a family-run and -operated business. In the past 10 years, Hubbard radio stations have been awarded multiple NAB Marconi Awards, NAB Crystal Awards, NABEF Service to America Awards and AWM Gracie Awards.

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