

December 1, 2008

Contestants spend 55 days in truck

By THE ASSOCIATED PRESS

MADISON, Wis. - A Wisconsin radio station had to make two contestants an offer they couldn't refuse in order to get them to quit a game to win a new car.

Tommy Kempfer, 26, of Sun Prairie, and Lisa Thompson, 40, of Westfield, had been living in a truck, hoping to outlast the other to win a new \$30,000 vehicle from WMAD-FM in Madison.

After 55 days, the station became concerned that the contest would never end.

'We sensed these two were not going to back down,' said John Flint, a co-host on the station's morning show. 'There was no way we expected this to go 55 days. If it was not for the deal, it's possible they could have gone on until New Year's.'

On Tuesday, the station offered the two a compromise: End the contest and receive \$10,000 toward the purchase of a car, among other prizes, or continue with the runner-up receiving nothing.

Within 15 minutes, both agreed to the deal.

'Both of us were ready to go home,' Kempfer said, 'but we didn't want to leave with nothing after you put in that much time.'

Thompson called the contest a 'very good experience' but said she wouldn't do it again.

-

Information from: Wisconsin State Journal, <http://www.madison.com/wsj>