



## How does the Cash Cow work?

Watch Sunrise for the daily code word. Then call 1902 55 77 07 or SMS the code, your full name and address to 19 777 077. Single SMS entries will be charged at the premium rate of \$0.55 (including GST). (Mobile calls to 1902 are extra.)

You can enter Cash Cow as many times as you like but only one prize per person will be awarded.

Ansible Pty Ltd helpline is 1300 851 419.

## When is Cash Cow drawn?

The Cash Cow winner is randomly drawn from a national pool of entries every weekday at 4.40pm AEDT/AEST (Sydney time).

Sunrise will call that entrant during the following day's program and, if the entrant personally answers the phone within three rings, they'll be awarded the prize money.

## What should I say when Cash Cow calls?

We will try to call the Cash Cow draw winner during Sunrise between 5.30am and 9am.

You don't need to say anything in particular when you answer the phone, but you do need to answer within three rings!

If you don't pick up, or if the call goes to voicemail, you'll miss out - and the Cash Cow prize will jackpot to the next day.

## Who is in the Cash Cow suit?

What do you meant? It's a real cow.

## Can I enter Cash Cow online?

You can only enter Cash Cow by calling 1902 55 77 07 to state the daily code or by sending an SMS with the code to 19 777 077.

## What's the Cash Cow code word today?

Tune in to Sunrise for the code word, which is different every day.

If you missed it, you can [catch-up on 7plus](#).

## Is Cash Cow on Weekend Sunrise?

Cash Cow is only on Sunrise during the week. You can register at any time using the daily code word which is promoted on Monday to Friday. No code word is promoted on the weekend.

*Cash Cow entry is open to residents of Australia (NSW, Vic, QLD, WA, SA, Tas and ACT) 18 years of age or older where the Channel Seven signal is received.*

*Should you need assistance, the Ansible Pty Ltd helpline is 1300 851 419.*

*ACT:TP 18/02363, NSW: LTPS/18/30259, SA: T18/2130.*