

FOR IMMEDIATE RELEASE

MEDIA CONTACT: Media Relations, 512-344-5131

mediarelations@lottery.state.tx.us



TEXAS LOTTERY TEAMS UP WITH DALLAS COWBOYS ON NEW SCRATCH TICKET GAME AND SECOND-CHANCE DRAWINGS

(AUSTIN) – To coincide with the upcoming 2021 football season, the Texas Lottery and the Dallas Cowboys are lining up together for a 13th consecutive year to kick off the new [Cowboys scratch ticket game](#) and [promotional second-chance drawings](#). The two organizations introduced the newest version of the \$5 game at The Star in Frisco on Tuesday, Aug. 17. A video of the announcement is [available here](#). Cowboys launched on Monday, Aug. 16 and is available at all Texas Lottery® retailers where scratch ticket games are sold.

“The 13-year relationship between the Texas Lottery and the Dallas Cowboys has proven to be a powerful force in supporting public education in our state,” said Gary Grief, executive director of the Texas Lottery. “We are thrilled to continue our partnership with the Jones family to produce this year’s Cowboys scratch ticket game that will generate important funding for Texas education, while providing our scratch ticket players chances to win great cash prizes and unique second-chance prizes that will feature once-in-a-lifetime opportunities.”

This year’s Cowboys scratch ticket offers more than \$30.4 million in total cash prizes in the game, including four top prizes of \$100,000 and more than 4,700 non-cash second-chance prizes. Overall odds of winning an instant-win cash prize are one in 3.79, including break-even prizes.

Since the first Cowboys scratch ticket game launched in 2009, the Cowboys-themed games have generated more than \$399.3 million in sales, with an estimated \$81.6 million of that total being transferred to the Foundation School Fund, which supports public education in Texas. During that time, \$278.4 million in prizes from the game has been awarded to winners and \$20 million in commissions has been transferred to retailers around the state.

“We are proud to partner with the Texas Lottery to support Texas education through our new co-branded Cowboys scratch ticket,” said Dallas Cowboys Owner/President/General Manager Jerry Jones. “This endeavor also enables us to reach Cowboys fans across the state by offering them a chance to join us in exclusive experiences. That’s something that is truly special about this partnership.”

Players can enter non-winning Cowboys scratch tickets into any of the five promotional second-chance drawings to be held throughout the run of the game for a chance to win experiential prizes, including a Dallas Cowboys Wild Weekend Suite package, Draft Day party package, Training Camp package, season tickets, autographed jerseys and Cowboys Pro Shop gift cards. Before entering non-winning tickets into the drawings, Texas Lottery players must register or already be registered with the [Texas Lottery Luck Zone](#).

(more)

TEXAS LOTTERY TEAMS UP WITH DALLAS COWBOYS ON NEW SCRATCH TICKET GAME/Page 2

The five entry deadlines for the separate second-chance drawings are: Sept. 10, Oct. 15, Nov. 12 and Dec. 24, with the final drawing date yet to be determined. For more information about the Cowboys scratch ticket game and promotional second-chance drawings, visit texaslottery.com.

About the Texas Lottery

Beginning with the first ticket sold in 1992, the Texas Lottery has generated \$33 billion in revenue for the state and distributed \$71 billion in prizes to lottery players. Since 1997, the Texas Lottery has contributed \$27.4 billion to the Foundation School Fund, which supports public education in Texas. As authorized by the Texas Legislature, certain Texas Lottery revenues benefit state programs including the Fund for Veterans' Assistance. Since the first veterans' themed scratch ticket game was launched in 2009, the Texas Lottery has contributed more than \$164 million for programs supporting Texas veterans.

The Texas Lottery provides several entertaining games for lottery players including Powerball®, Mega Millions®, Lotto Texas®, All or Nothing™, Texas Two Step®, Pick 3™, Daily 4™, Cash Five® and scratch ticket games. For more information visit us on Facebook, Twitter, Instagram, YouTube or at texaslottery.com. PLAY RESPONSIBLY.

Editors/News Directors, note: An image of the Cowboys scratch ticket is attached in JPEG format and a video of the launch announcement is available [here](#).

###