

**FOR IMMEDIATE RELEASE**

MEDIA CONTACT: Media Relations, 512-344-5131

[mediarelations@lottery.state.tx.us](mailto:mediarelations@lottery.state.tx.us)



SUPPORTING TEXAS EDUCATION  
AND VETERANS

## **TEXAS LOTTERY ANNOUNCES THE WALKING DEAD® TWITTER CONTEST**

---

(AUSTIN) – To mark the return of the sixth season of AMC®'s The Walking Dead® and the recent launch of The Walking Dead® scratch ticket game, the Texas Lottery is inviting fans to participate in a Twitter contest for a chance to win The Walking Dead® and Texas Lottery® merchandise prize packs.

From Oct. 12 to Oct. 30, the Texas Lottery will ask followers of its official Twitter page to tweet a selfie with an official Texas Lottery The Walking Dead® zombie standee located at select Texas Lottery retail locations. The first eligible Texas Lottery Twitter follower to tweet a selfie with the official contest hashtag, #TXwalkerselfiecontest, will win a prize pack.

Prize packs include:

- (1)DVD set of The Walking Dead® seasons 1-4
- (1)The Walking Dead® t-shirt
- (1)Texas Lottery baseball cap
- (1)Texas Lottery sports bag
- (1)Texas Lottery beach towel
- (1)Texas Lottery stainless steel thermos

The Walking Dead® \$2 scratch ticket game offers more than \$9.1 million in prizes with a chance to win a top prize of \$30,000. Overall odds of winning any prize in AMC® The Walking Dead® are one in 4.40, including break-even prizes. The game is available at more than 17,000 Texas Lottery retailers around the state.

AMC's "The Walking Dead," the highest rated basic cable program in the history of television and the #1 show on TV in the U.S. among adults 18 to 49 for three years in a row, will kick off its sixth season on Sunday, Oct. 11 at 8 p.m. CDT with an extended 90-minute episode.

### About the Texas Lottery

Beginning with the first ticket sold in 1992, the Texas Lottery has generated \$24 billion in revenue for the state and distributed \$47 billion in prizes to lottery players. Since 1997, the Texas Lottery has contributed \$18 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

(more)

the Fund for Veterans' Assistance. Since the first veterans' themed scratch ticket game was launched in 2009, the Texas Lottery has contributed more than \$52 million for programs benefitting 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®, Texas Triple Chance™ and scratch ticket games. For more information visit us on Facebook, Twitter, Instagram, YouTube or at [www.txlottery.org](http://www.txlottery.org).

**Editors/News Directors, note:** Images of The Walking Dead® scratch ticket game and The Walking Dead® standees are attached in JPEG format.

The Walking Dead © 2015 AMC Film Holdings LLC. All Rights Reserved.

This Promotion is in no way sponsored, endorsed or administered by, or associated with AMC FILM HOLDINGS LLC.

###