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## **TEXAS LOTTERY AND DALLAS COWBOYS LAUNCH NEW SCRATCH TICKET AND SECOND-CHANCE DRAWING FOR 2019 SEASON**

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(AUSTIN) – With football season just around the corner, the Texas Lottery and the Dallas Cowboys have announced they will usher in the 11<sup>th</sup> year of their partnership with a new Cowboys scratch ticket and promotional second-chance drawing. The Texas Lottery and the Dallas Cowboys introduced the newest version of the \$5 game during a press conference at The Star in Frisco on Tuesday.

The new Cowboys scratch ticket, which launched on Aug. 19, offers more than \$29.1 million in total cash prizes, including 10 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 3.99, including break-even prizes.

“Together, the Texas Lottery and the Dallas Cowboys have achieved greatness for Texas education,” said Gary Grief, executive director of the Texas Lottery. “Since partnering up to launch a Cowboys-themed scratch ticket 11 years ago, the first 10 versions of the game have generated more than \$70 million for public schools in Texas. We are thrilled to launch this year’s Cowboys scratch ticket, which will once again feature promotional second-chance drawings for exciting VIP experiences and once-in-a-lifetime opportunities.”

Since the first Cowboys scratch ticket launched in 2009, the Cowboys-themed games have generated more than \$340.9 million in sales with \$70.3 million of that total being transferred to the Foundation School Fund, which supports Texas education. During that time, more than \$236.5 million in prizes from the game has been awarded to winners.

“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 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 drawing, Texas Lottery players must register or already be registered with the [Texas Lottery Luck Zone](#).

(more)

There will be 947 prizes awarded in each of the five second-chance drawings. Each drawing will include:

- One (1) Dallas Cowboys “Wild Weekend” package (The package is for a winner plus 19 guests.) Valued at \$65,787.90\*.
- Two (2) “Draft Day Party” packages (Each package is for a winner plus a guest.) Valued at \$65,787.90\*.
- One (1) “Training Camp” package for two (2) at the Dallas Cowboys training facility in Frisco, Texas. (The package is for a winner plus a guest.) Valued at \$9,866.84\*.
- Eighteen (18) pairs of Season Tickets to the next complete season of team home games (Season is based on the date of prize fulfillment.) Valued at \$13,156.32\* for each pair.
- Three hundred twenty (320) autographed authentic jerseys from Dallas Cowboys players (as determined by the Dallas Cowboys). Valued at \$475 each.
- Six hundred five (605) \$100 Dallas Cowboys Gift Cards (Valued at \$100 each)

(\* - Prize values include federal withholding tax.)

The five entry deadlines for the separate second-chance drawings are: Sept. 20, Oct. 18, Nov. 15 and Dec. 13, with the final drawing date yet to be determined.

The Cowboys scratch ticket will be sold at nearly 18,000 Texas Lottery® retail locations across the state and at every Dallas Cowboys home game during the 2019 season.

#### About the Texas Lottery

Beginning with the first ticket sold in 1992, the Texas Lottery has generated \$29 billion in revenue for the state and distributed \$61 billion in prizes to lottery players. Since 1997, the Texas Lottery has contributed \$23 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 \$119 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 [www.txlottery.org](http://www.txlottery.org).  
PLAY RESPONSIBLY.

**Editors/News Directors, note:** An image of the Cowboys scratch ticket is attached in JPEG format.

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