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**SUPPORTING TEXAS EDUCATION  
AND VETERANS**

## **TEXAS LOTTERY RADIO ADVERTISEMENT WINS INDUSTRY AWARD**

### **Hickey Award finalist for 2018 Dallas Cowboys scratch ticket press conference video**

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(AUSTIN) – The Texas Lottery recently received a top lottery industry award from the North American Association of State and Provincial Lotteries (NASPL) for its Gem 7s scratch ticket family radio advertisements during this year’s NASPL Conference, held in Little Rock, Arkansas last month. The spot, “Pirate,” won a Batchy Award for the Use of Humor in the Special Category.

“We are proud of this award from NASPL and we will strive to continue to highlight our products in an exciting way to generate sales for the purpose of supporting Texas education and veterans,” said Gary Grief, executive director of the Texas Lottery.

The award-winning radio advertisements, recorded in English and Spanish, used the comedic juxtaposition of a pirate on the hunt for treasure in a modern-day convenience store to stand out.

These spots, which ran from May to June 2019, helped the four Gem 7s scratch ticket games vastly exceeded sales expectations during its ad run. To date, the family of games has generated more than \$213.2 million in sales and contributed more than \$36.4 million in estimated revenue to the Foundation School Fund since launching on May 1.

In addition, the Texas Lottery was also a Hickey Award finalist in the Audio/Visual Presentation category for its 2018 Dallas Cowboys scratch ticket press conference recap video.

#### 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 \$24 billion to the Foundation School Fund, which supports public education in Texas.

(more)

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 \$120 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 audio file of the 60-second English version of the “Pirate” radio commercial [is available in mp3 format](#).

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