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MEDIA CONTACT: Media Relations, 512-344-5131

mediarelations@lottery.state.tx.us



TEXAS LOTTERY AND DALLAS COWBOYS KICK OFF 2020 SEASON WITH NEW SCRATCH TICKET GAME AND SECOND-CHANCE DRAWINGS

(AUSTIN) – While the upcoming football season may have a different look than previous years, the same great partnership between the Texas Lottery and the Dallas Cowboys is being renewed for a 12th consecutive year. To kick it off, the organizations are once again collaborating on the launch of the popular [Cowboys scratch ticket game](#) and promotional second-chance drawings. The newest version of the \$5 game will be available at all Texas Lottery® retailers where scratch ticket games are sold, beginning Monday, Aug. 17.

This year's Cowboys scratch ticket offers more than \$30.2 million in total cash prizes, including five 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 3.82, including break-even prizes.

“We are excited to team up with the Dallas Cowboys to generate funding for public education through the launch of the new Cowboys scratch ticket game,” said Gary Grief, executive director of the Texas Lottery. “This year’s game will once again provide unique second-chance prizes and once-in-a-lifetime opportunities for our players.”

Since the first Cowboys scratch ticket launched in 2009, the Cowboys-themed games have generated more than \$371 million in sales, with \$76.2 million of that total being transferred to the Foundation School Fund, which supports Texas education. During that time, more than \$258 million in prizes from the game has been awarded to winners and more than \$18.5 million in commissions has been transferred to retailers around the state.

“By aligning itself with the Jones family and one of the greatest brands in the world in the Dallas Cowboys, the Texas Lottery has been able to integrate itself into the patchwork of what people love about Texas, while generating revenue that greatly impacts public education in our state,” said Texas Lottery Commission Chairman Robert G. Rivera. “We want to wish the Cowboys good luck and great health for their upcoming season, and we look forward to another successful year as partners.”

“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.”

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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](#).

The five entry deadlines for the separate second-chance drawings are: Sept. 11, Oct. 16, Nov. 27 and Jan. 1, 2021, with the final drawing date yet to be determined.

For more information about the Cowboys scratch ticket game and promotional second-chance drawings, visit www.txlottery.org.

About the Texas Lottery

Beginning with the first ticket sold in 1992, the Texas Lottery has generated more than \$31 billion in revenue for the state and distributed \$65 billion in prizes to lottery players. Since 1997, the Texas Lottery has contributed \$25.5 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 \$140 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. PLAY RESPONSIBLY.

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

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