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## **TEXAS LOTTERY AND DALLAS COWBOYS KICK OFF 2024 FOOTBALL SEASON WITH NEW COWBOYS-THEMED SCRATCH TICKET GAME**

**Players have a chance to win up to \$100,000 instantly or exclusive prizes in second-chance drawings; 16-year partnership has generated nearly \$100 million for public education in Texas**

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**AUSTIN** – The Texas Lottery is once again offering Dallas Cowboys fans an opportunity to show support for their team with chances to win cash prizes or exclusive must-have items and experiences. With the new football season fast approaching, the Texas Lottery and the Dallas Cowboys are collaborating for the 16<sup>th</sup> consecutive year on a [Cowboys scratch ticket game](#) and [promotional second-chance drawings](#). Representatives from both organizations introduced the newest version of the \$5 game during a press conference at The Star in Frisco on Wednesday, Aug. 28. The new Cowboys scratch ticket game launched on Monday, Aug. 19 and is available at Texas Lottery<sup>®</sup> retailers where scratch ticket games are sold.

“The Texas Lottery’s winning partnership with the Dallas Cowboys has generated a huge windfall for public education over the past 15 years and we’re excited to build on that success with the latest version of the Cowboys scratch ticket game,” said Ryan Mindell, executive director of the Texas Lottery. “We know how passionate Cowboys fans are about their team, and we’re excited to once again give them the chance to play for cash and exclusive second-chance prizes that feature once-in-a-lifetime opportunities.”

This year’s Cowboys scratch ticket game offers more than \$29.2 million in total cash prizes, including four top prizes of \$100,000 and more than 2,100 non-cash, second-chance prizes. Overall odds of winning an instant-win cash prize are one in 3.80, including break-even prizes.

Since the first Dallas Cowboys scratch ticket game launched in 2009, the Cowboys-themed games have generated more than \$483.6 million in sales, with an estimated \$98.9 million of that total being transferred to the Foundation School Fund, which supports public education in Texas. During that time, \$337.7 million in prizes from the game has been awarded to winners and more than \$24.1 million in commissions has been transferred to retailers around the state.

“Sixteen impactful years of partnership with almost \$100 million now generated for education in Texas are figures that the Cowboys and Texas Lottery can be proud of,” said Dallas Cowboys Owner, President and General Manager Jerry Jones. “Having ways to engage our fans and support students and schools at the same time, makes this very special for us. We’re looking forward to a brand-new season of offering fans across the state exclusive experiences as a result of this special partnership.”

(more)

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, an Exclusive Draft Day War Room Experience, a VIP Training Camp Experience, Season Tickets for two or a \$500 Pro Shop Gift Card. 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. 20, Nov. 1, Dec. 6, and Jan. 17, 2025, with the deadline for 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 more than \$39 billion in revenue for the state and distributed more than \$88 billion in prizes to lottery players. Since 1997, the Texas Lottery has contributed more than \$33.5 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 \$246 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, LinkedIn, YouTube or at [texaslottery.com](#). Must be 18 or older to purchase a ticket or enter a promotional second-chance drawing. PLAY RESPONSIBLY.

**Editors/News Directors, note:** A high-res image of the Cowboys scratch ticket game can be downloaded [here](#). (Right-click on the image for saving options.)

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