



NEWS RELEASE

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TEXAS LOTTERY'S NEW HOLIDAY GAMES OFFER "FA-LA-LA-LA-LA LOTS OF CASH"

The four scratch ticket games combine for more than 7 million winning tickets totaling over \$85 million cash prizes

AUSTIN – Shopping for holiday gifts just got a lot easier with the launch of the Texas Lottery's new suite of festive scratch ticket games. The four games, ranging in price from \$1 to \$10 per ticket, collectively offer total cash prizes of more than \$85 million, with top prizes reaching \$250,000. There are more than 7 million winning tickets up for grabs across the four games.

The new games – Holiday Gold, 25 Days of Winning, Winter Words and Oh, Snap! – are being promoted with the tagline: "You Could Be Giving Fa-La-La-La-La Lots of Cash." Shoppers can use the [Scratch Ticket and Retailer Locator](#) on the Texas Lottery® website or on the [Texas Lottery App](#) to find the games in their area now.

"If you're looking for a fun, affordable holiday gift for friends, family or coworkers – or if you want to treat yourself – then we have you covered," said Ryan Mindell, executive director of the Texas Lottery Commission. "These new games provide an entertaining chance for players to win up to a quarter of a million dollars, alongside millions of other cash prizes. On behalf of the Texas Lottery, we wish our players, retailers and vendors a happy, healthy and safe holiday season."

The Texas Lottery also reminds the public that anyone buying a ticket must be 18 or older and that tickets must not be purchased for minors.

New Holiday Scratch Ticket Games

- [Holiday Gold](#) headlines the Texas Lottery's 2024 holiday suite at the \$10 price point with five seasonal scenes on a blue and gold color palette, printed on holographic paper. The game offers more than \$42.18 million in total cash prizes including five \$250,000 top prizes.

(more)

- For \$5, [25 Days of Winning](#) offers players a fun and unique way to countdown to the holidays with 25 chances to win on every ticket. Among the \$24.9 million in total cash prizes available in the game, there are five top prizes of \$100,000 up for grabs.
- A holiday season favorite, [Winter Words](#) returns at the \$3 price point featuring over \$12.1 million in total cash prizes. This extended-play game includes five \$50,000 top prizes and more than 336,000 prizes between \$10 and \$5,000.
- [Oh, Snap!](#), a \$1 game, brings festive cheer with its charming whimsical design, featuring delicate snowflakes and a gingerbread cookie theme in the play area. Adding a sprinkle of fun to the season, Oh, Snap! contains chance to win over \$6.1 million in total cash prizes, including 50 top prizes of \$500, ensuring all prizes in the game are cashable at retail.

In Fiscal Year 2024, the Texas Lottery [achieved its second-best year for total sales and revenue](#), recording \$8.39 billion in sales, with more than \$2 billion generated for the State of Texas to support public education and veterans' services.

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 \$89 billion in prizes to lottery players. Since 1997, the Texas Lottery has contributed \$33.9 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 \$250 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, X, Instagram, LinkedIn, YouTube or at [texaslottery.com](https://www.texaslottery.com). Must be 18 or older to purchase a ticket or enter a promotional second-chance drawing. PLAY RESPONSIBLY.

Editors/News Directors, note: An image of the Texas Lottery's holiday scratch ticket suite advertising campaign can be downloaded [here](#). (Right-click on the image for saving options.)

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