



NEWS RELEASE

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TEXAS LOTTERY RECEIVES PAIR OF PRESTIGIOUS LOTTERY INDUSTRY AWARDS

Agency tabbed a finalist for eight additional NASPL Awards

AUSTIN – The Texas Lottery has been recognized with two top industry awards honoring the most creative, innovative and inspiring work produced across the North American lottery industry. The awards were announced at the 2024 North American Association of State and Provincial Lotteries' (NASPL) annual conference in Kansas City, Missouri, held Sept. 9-12. In addition to the pair of NASPL Awards, the agency was named a finalist in eight categories, ranging across TV and radio advertising, digital and social media and corporate communications.

“We’re proud to have so much of our work recognized by lottery industry peers with these prestigious honors,” said Ryan Mindell, executive director of the Texas Lottery Commission. “The creative efforts of our in-house advertising and communications teams, along with those of our partners and vendors, are essential to our success in promoting our games to our players, and ultimately in generating billions of dollars in revenue for public education and veterans in Texas.”

The [Texas Lottery’s launch event](#) for its [Lady Luck 777 scratch ticket game](#) won a **Hickey Award** in the **Retail Promotion** category. Supported by IGT and Atlas Experiences, the event, held at an H-E-B location in Austin, featured country music icon Martina McBride. The meet-and-greet event attracted lottery players and country music fans, captivating the audience with details about the game, which included the Lady Luck second-chance promotion. The promotion gave players a chance to win an all-expenses paid trip to attend a private Martina McBride concert at Dolly Parton’s Celebrity Theater at Dollywood, in Tennessee.

The Texas Lottery also picked up a NASPL Award in the Instant Games section of the **Radio Advertising** category for its “Nose Hair Trimmer” Holiday ad. This in-house recorded ad, which was part of a series, humorously suggested giving Texas Lottery scratch tickets to avoid awkward holiday gift-giving, accompanied by a catchy jingle, “Fa-la-la-la-la, la lots of cash!”

The agency’s [\\$1,000,000 Cash Blast](#) scratch ticket game was recognized **as a finalist for the Buddy Roogow Innovation Award for Best New Instant Game**. Designed and printed by Pollard Banknote Limited, the \$20 game offers cash prizes of up to \$1 million that can be won on the ticket in addition to chances to win [a trip to the edge of space](#) through the [Space Perspective Cash Adventure second-chance promotion](#).

(more)

The Texas Lottery's Holiday scratch ticket campaign, "[Don't Make the Holidays Awkward.](#)" was named a finalist in the **Special Category** for the "Use of Humor - Digital/Social Media" award and in the **Digital/Social Media Category** for the "Multicultural/Community Engagement" award.

The agency's promotion of its [HIT family of scratch ticket games](#) was recognized as a finalist in multiple categories. These included the "[Pillow Fight](#)" commercial in the **Special Category** for the **TV Advertisement Under \$25,000 Award**, the "Now That's What I Call HITS" audio track for the "**Original Music**" award and for the HIT Mobile Game in the **Digital/Social Media Category** for the "**Digital Media Advertising Not Fitting Another Category**" award.

Additionally, the agency was a finalist in the **Special Category** for the "**Coordinated Traditional Print Campaign**" award for its "Make Every Day Game Day" [Dallas Cowboys](#) and [Houston Texans](#) print ads, as well as in the **Corporate Communications** category for the "**Annual Report**" award for its [2022 Annual Report and 2023-24 Comprehensive Business Plan](#).

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 \$33.7 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 \$248 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.

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