



NEWS RELEASE

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MEDIA CONTACT: Media Relations, 512-344-5131 | mediarelations@lottery.state.tx.us

TEXAS LOTTERY® RELEASES FOUR NEW HITS WITH CHANCES TO WIN CASH AND A SEDONA ADVENTURE

New HIT scratch ticket family features more than \$220 million in total cash prizes and Sedona Day of Luck Promotion Second-Chance Drawings

AUSTIN – Texas Lottery® players are bracing for a chance to have an instant hit when they play four new scratch ticket games that launched on May 6. The HIT family of games, ranging in price from \$1 to \$20, features more than \$220 million in total combined cash prizes with top prizes ranging from \$5,000 to \$1 million. In addition, the HIT family is paired with the [Sedona Day of Luck Promotion](#), offering players with non-winning tickets a chance to win a luxurious trip to Sedona, Arizona. All four HIT scratch ticket games are available for purchase at Texas Lottery retailers [where scratch ticket games are sold](#).

“The new HIT family of scratch ticket games brings Texas Lottery players the ultimate blend of exciting cash prizes and the chance to have an unforgettable journey to Sedona through a series of promotional second-chance drawings that are integrated into all four games,” said Ryan Mindell, executive director of the Texas Lottery. “In addition to the impressive prizes, the vibrant artwork and holographic effects on every ticket will be sure to make the HIT family stand out at retail, leading to strong sales that will yield much-needed revenue for public education in Texas.”

Players will look to strike a \$1 million top prize when they play [HIT \\$1,000,000](#). With 30 chances to win a cash prize on every ticket, the \$20 game in the family features over \$88.5 million in total cash prizes, including four \$1 million top prizes throughout the game.

At the \$10 price point, [HIT \\$500,000](#) gives players 30 chances to win on every ticket, including five top prizes worth \$500,000. The game is loaded with more than \$76.7 million in total cash prizes, including more than 1.6 million prizes ranging from \$20 to \$100.

[HIT \\$200,000](#) offers 25 chances to win a cash prize, including one of six \$200,000 top prizes, on every ticket in the \$5 game. The game has over \$47.3 million in total cash prizes up for grabs and more than 1.8 million prizes between \$10 and \$200.

(more)

Players can cash in big when they play [HIT \\$5,000](#) for just one \$1. Featuring more than \$7.7 million in total cash prizes in the game, HIT \$5,000 offers five chances to win a cash prize on every ticket, including one of 15 top prizes worth \$5,000.

For those that don't win an instant cash prize, the excitement and the chance to win continues. Texas Lottery players can enter their non-winning HIT scratch tickets into the [Sedona Day of Luck Promotion](#) through their [Luck Zone](#) account for a chance to win \$100 plus an entry into a drawing for a chance to win a Trip Prize to Sedona.

Those selected for a Trip Prize will enjoy a luxurious trip to Sedona from Oct. 5-9, 2025. Eighty total winners selected from five drawings and their guests will have a chance to participate in the Day of Luck Game Show with guaranteed cash prizes, including the opportunity to win up to \$2 million. The adventure includes private airfare, luxurious accommodations at the Enchantment Resort, exclusive activities, custom dining experiences, a \$1,500 spending allowance, daily cash prizes and more.

HIT players that enter non-winning tickets into the Sedona Day of Luck Promotion second-chance drawings will receive a number of entries based on the price point of the entered ticket— e.g., a \$20 ticket earns the player 20 entries in the drawing, a \$1 ticket earns the player one entry in the drawing, etc. Complete drawing information and prize details for the Sedona Day of Luck Promotion are available [here](#).

In FY 2023, the Texas Lottery set a new record with \$8.73 billion in sales, which resulted in a record total contribution of \$2.162 billion for public education and veterans' services in Texas – marking the 20th consecutive year that the Texas Lottery generated more than \$1 billion in revenue for Texas.

About the Texas Lottery

Beginning with the first ticket sold in 1992, the Texas Lottery has generated more than \$38 billion in revenue for the state and distributed more than \$86 billion in prizes to lottery players. Since 1997, the Texas Lottery has contributed \$32.8 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 \$237 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). PLAY RESPONSIBLY.

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