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JOSHUA RESIDENT WINS TEXAS LOTTERY'S® DALLAS COWBOYS PHOTO CONTEST

Social media contest coincided with launch of new Cowboys-themed scratch ticket game

AUSTIN – Jay Guzman, an avid Dallas Cowboys supporter from Joshua, Texas – south of Fort Worth – has been named the winner of a photo challenge conducted by the Texas Lottery to celebrate football fandom and mark the 16th year of its [Cowboys scratch ticket game](#).

The Texas Lottery invited its [Facebook](#) followers to share photos of themselves showcasing their commitment to “America’s Team,” with the photo receiving the most ‘likes’ winning a pack of this year’s Cowboys scratch ticket game. The competition, which ran from Aug. 19-23, attracted numerous submissions and engagement from the Dallas area and beyond.

View the competition [here](#). (Requires Facebook login.)

After attracting the most ‘likes,’ Guzman, a “diehard” and lifelong Cowboys fan was named the winner. Guzman has attended nearly 100 games, and when he and his wife Cassie are not at AT&T Stadium, they watch the games on an 85-inch TV in their “Cowboys room” at home, which also houses a collection of Cowboys memorabilia, including an autographed helmet and jerseys.

“The Cowboys are America’s Team and I’ve been lucky enough to go to a lot of events and meet a lot of the players,” said Guzman. “Growing up, my dad would take me to autograph signings, and now I’m able to do the same with my kids. I told them they could support any team they wanted – as long as it’s the Cowboys.”

Guzman said he has been playing the Texas Lottery’s Cowboys scratch ticket game since it launched – and even won season tickets in a second-chance drawing a few years ago.

“I like the fact that if you don’t win on the ticket, you have a second chance to win something,” he added.

View Guzman’s winning photo [here](#).

“We know how passionate Cowboys fans are about their team and we thought it would be fun to challenge them to show their enthusiasm by sharing a football-themed photo,” said Ryan Mindell, executive director of the Texas Lottery. “Congratulations to Jay and thanks to all those who took part. Now everyone has a chance to be a winner when they play our new Cowboys scratch ticket game.”

This year’s \$5 Cowboys game, which helps generate funding for public education in Texas, launched on Monday, Aug. 19 and is now available at Texas Lottery® retailers where scratch ticket games are sold. The game offers more than \$29.2 million in total instant-win cash prizes, including four top prizes of \$100,000 and more than 2,100

(more)

non-cash, [second-chance prizes](#). Overall odds of winning an instant-win cash prize are one in 3.80, including break-even prizes. As of Sept. 30, three of the four top prizes of \$100,000 are yet to be claimed, with thousands of other prizes ranging from \$5 to \$5,000 still up for grabs.

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](#).

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.

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](#). 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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