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**SUPPORTING TEXAS EDUCATION
AND VETERANS**

TEXAS LOTTERY PRESENTED WITH PAIR OF PRESTIGIOUS NATIONAL AWARDS

Agency recognized for multicultural advertising and audio/visual presentation efforts

(AUSTIN) – The Texas Lottery Commission on Oct. 27 received two top lottery industry awards during the North American Association of State and Provincial Lotteries' (NASPL) annual seminar. Due to COVID-19 travel restrictions, a Batchy Award and a Hickey Award were presented to the agency virtually during NASPL DeskCon 2020, a digital conference for the lottery industry.

"We are honored to have our multicultural advertising and audio/visual presentation efforts recognized by our peers in the lottery industry," said Gary Grief, executive director of the Texas Lottery Commission. "These prestigious awards are the result of the creative collaboration between our agency and advertising partner, ThirdEar, to highlight our products in an exciting way for the purpose of generating revenue for public education and veterans' services in Texas."

The Texas Lottery's [Lucha Libre Loot social media video](#) won a Batchy Award for the Multicultural Advertising category. The award-winning spot was produced cost-efficiently by using nothing more than a green screen, finger puppet Lucha Libre masks and a thumb wrestling ring. The attention-grabbing 30-second social media video was produced and edited by the Texas Lottery entirely in-house. The spot, which was posted on Facebook, Twitter and Instagram on May 20, has helped the game generate \$13.87 million in sales since launching on April 20. The video was boosted on Facebook, resulting in a reach of 1.5 million followers and nearly 15,000 engagements.

The Batchy Awards honor the memory and distinguished career of Ralph Batch, a champion of quality lottery advertising. Each year, the Batchy Awards are presented to recognize lottery advertising that achieves the level of excellence Batch upheld throughout his career.

In addition, the Texas Lottery earned a Hickey Award in the Audio/Visual Presentation category for its [LUCK HAPPENS Livestream, featuring Black Pumas](#). In contrast to other live streaming events by artists performing in one location due to COVID-19, the Texas Lottery and ThirdEar opted for a full

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cinematic production with multiple setups at the iconic Austin Central Library. With open spaces, natural light and colorful ambiance, coupled with a spectacular performance by Black Pumas, the concert delivered a one-of-a-kind music experience to fans that could never be viewed in quite the same way if it were an in-person, live event.

The concert stream across all viewing platforms received a total of 14,812 views during the scheduled event on June 21 and an additional 15,399 views within the 24-hour period after it was posted. This astonishing audience of viewers from across the state actively seeking and tuning into the LUCK HAPPENS special streamed event exceeded the typical attendance at Texas Lottery-sponsored live events by over 20 times. In addition to the high number of views, experience-seekers were also able to interact with the streamed show, accounting for more than 21,000 social engagements.

In recognition of the many contributions lottery marketing pioneer Owen Hickey made to the industry, the annual Hickey Awards are presented to lotteries that emulate Hickey's commitment through successful marketing efforts in the areas of Special Events Promotion and Audio/Visual Presentation.

About the Texas Lottery

Beginning with the first ticket sold in 1992, the Texas Lottery has generated \$31 billion in revenue for the state and distributed \$66 billion in prizes to lottery players. Since 1997, the Texas Lottery has contributed \$25.8 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 \$144 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, YouTube or at www.txlottery.org. PLAY RESPONSIBLY.

Editors/News Directors, note: The Lucha Libre Loot social media video can be viewed [here](#) and the LUCK HAPPENS Livestream, featuring Black Pumas, can be viewed [here](#).

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