



NEWS RELEASE

texaslottery.com

FOR IMMEDIATE RELEASE

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

TEXAS LOTTERY WINS TOP AWARDS FOR CREATIVE ADVERTISING

Program picks up three NASPL Awards and three additional finalist honors

AUSTIN – The Texas Lottery’s creative audio and visual work was recognized with six industry honors at the 2025 North American Association of State and Provincial Lotteries’ (NASPL) annual conference, held Sept. 8-11. The program captured three [NASPL Awards](#) and was named a finalist for three others, celebrating some of the most innovative and inspiring advertising and marketing produced across the North American lottery industry.

“It’s a big honor to have our work celebrated by leaders in the lottery industry,” said Courtney Arbour, executive director of the Texas Department of Licensing and Regulation (TDLR), which now oversees the Texas Lottery. “These accolades reflect the innovation and collaboration that drive our marketing and communications efforts. From our internal teams to our trusted partners and vendors, everyone plays a key role in connecting with players and delivering results that benefit public education and veterans’ services throughout Texas.”

The Texas Lottery picked up a NASPL Award in the Instant Games category for its [“Luck Is Calling” radio commercial](#), promoting its [Lucky 7s scratch ticket family](#). The spot featuring a phone call from “Luck” was an engaging way to remind Texas players that luck can strike at any time.

Two additional awards in the Radio Advertising: Coordinated Campaign and Use of Humor in Radio categories were presented to the Texas Lottery for [a series of radio spots](#) promoting its [HIT family of scratch ticket games](#). These ads used a series of original jingles that were created in-house – spanning country, hip-hop and pop genres – as part of a playful nod to the hit compilations of the ‘80s and ‘90s.

The Texas Lottery also earned three finalist nominations. Two of them – a NASPL Award for Digital/Social Media Longform Video and a Hickey Award for Potpourri Promotion – recognized the marketing for its [European SkyCruise® Second-Chance Promotion](#), which gives players a shot to win a VIP trip on a private jet to Paris, Rome and Lisbon. For the first time, the Texas Lottery leveraged an influencer campaign by partnering with Chet Garner, host of the travel show *The Daytripper*, to showcase the promotion. Garner’s authentic travel storytelling helped engage the lottery’s audience and amplify the campaign’s reach. The Texas Lottery was also recognized as a finalist in the Corporate/Beneficiary Video category.

(more)



The Texas Lottery is administered by the Texas Department of Licensing & Regulation (TDLR).

Texas Lottery • PO Box 16630 • Austin, Texas 78761-6630 • Fax: (512) 344-5490

About the Texas Lottery

The Texas Lottery's functions and activities are administered by the Texas Department of Licensing and Regulation (TDLR), the state agency responsible for licensing and regulating a broad range of professions, occupations and industries in Texas. Beginning with the first ticket sold in 1992, the Texas Lottery has generated more than \$41.5 billion in revenue for the state and distributed more than \$93.5 billion in prizes to lottery players. Since 1997, the Texas Lottery has contributed more than \$35.5 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 \$279 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: When referring to the Texas Lottery as an organization, please use or say, "Texas Lottery" and not "Texas Lottery Commission."

###