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THE TEXAS LOTTERY® AND LATINWORKS MARKETING, LLC EXECUTE NEW CONTRACT FOR ADVERTISING SERVICES

(AUSTIN) – The Texas Lottery and LatinWorks Marketing, LLC executed a new [contract](#) for Advertising Services on May 21, 2012. The contract will continue through August 31, 2016 and allows the Texas Lottery to extend the contract for up to two additional two year periods.

“We are pleased to have LatinWorks Marketing, LLC as our advertising vendor and look forward to working with them to develop innovative and exciting advertising concepts to promote Texas lottery games,” said Gary Grief, executive director of the Texas Lottery Commission.

Beginning with the first ticket sold in 1992, the Texas Lottery has generated \$20 billion in revenue for the state and distributed \$38 billion in prizes to lottery players. Since 1997, the Texas Lottery has contributed \$14 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.

Celebrating its 20th anniversary this year, the Texas Lottery provides several entertaining games for lottery players including Powerball®, Mega Millions®, Lotto Texas®, Texas Two Step®, Pick 3™, Daily 4™, Cash Five® and scratch-offs. For more information about the Texas Lottery, please visit txlottery.org.

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