

Texas Lottery Commission Press Release - October 25, 2001

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Texas Lottery Ad Takes First Place In National Competition

(Austin, October 25) - - Texas Lottery Commission Executive Director **Linda Cloud** announced today that the Texas Lottery won first place in a national awards competition for lottery advertising. The Texas Lottery won a "Batchy" award in the category of "Off-line Games" for its "Hoedown" television commercial. The ad was produced as part of the lottery's Instant Game advertising campaign. Produced by [Fogarty, Klein, Monroe](#) in Houston, the ad features coins used to "scratch off" tickets dancing to a hoedown tune.

Sponsored by the [North American Association of State and Provincial Lotteries](#) (NASPL), the "Batchy" awards are named for **Ralph Batchy**, an industry pioneer involved in the start-up of lotteries in New Jersey, Illinois and Delaware. He was the first president of the NASL, the organization that later became NASPL, and championed quality lottery advertising as a vehicle for helping lotteries gain public acceptance.

The Texas Lottery Commission was also a finalist in seven categories, including radio advertising, corporate communications and web site home page.

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The Texas Lottery, the 4th largest selling lottery in North America, is "Focusing on the Future of Education, One Ticket At A Time." By providing the 'Games of Texas' for more than 10 years, the Texas Lottery Commission (TLC) has generated more than \$10 billion for the state and paid nearly \$17 billion to players in prizes. For more information about the TLC, please visit the official website at <http://www.txlottery.org>

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