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## **TEXAS LOTTERY® TELEVISION AD WINS BATCHY AWARD IN NATIONAL CONTEST**

(AUSTIN) – Texas Lottery Commission Executive Director Gary Grief announced today that the Texas Lottery® won a Batchy Award for best television production under \$25,000 for a 30-second spot supporting the *Dallas Cowboys* scratch-off game. The winning spot was produced by TracyLocke of Dallas. A Spanish-language version of the ad was also produced by LatinWorks of Austin.

“This award is the product of collaboration between our staff and the advertising vendor,” said Grief. “We strive to make our ads fun, entertaining and informative, and we are proud to see the hard work of our creative team pay off with this prestigious award.”

Sponsored by the North American Association of State and Provincial Lotteries (NASPL), the Batchy Awards are named for Ralph Batch. An industry pioneer, Batch was elected as NASPL’s first president in 1971 and promoted the advantages of lotteries exchanging information and collaborating on joint ventures.

For more information about the Texas Lottery, please visit the official website at [www.txlottery.org](http://www.txlottery.org).

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