



13-TIME WORLD CHAMPIONS
SUPER BOWL CHAMPIONS I, II, XXXI, XLV

NEWS RELEASE

JASON WAHLERS / DIRECTOR OF PUBLIC RELATIONS
AARON POPKEY / DIRECTOR OF PUBLIC AFFAIRS
SARAH QUICK / ASSISTANT DIRECTOR OF PUBLIC RELATIONS
TOM FANNING / COMMUNICATIONS MANAGER
NATHAN LOCASCIO / PUBLIC RELATIONS COORDINATOR

July 28, 2014

FOR IMMEDIATE RELEASE

PACKERS, WISCONSIN LOTTERY SCRATCH-OFF GAMES OFFER FANS CHANCE TO WIN PACKERS CHAMPIONS CLUB SEASON TICKETS

Tickets on sale now

The Green Bay Packers and the Wisconsin Lottery on Monday announced details of this year's Wisconsin Lottery Packers offering, three scratch-off games with a grand prize of two Champions Club season tickets and home playoff game tickets for the 2015 season.

The grand prize also includes a parking pass to each home game for the 2015 season and two pregame sideline passes for Packers/Bears and Packers/Vikings home games during the 2015 season.

Three different scratch-off tickets will be offered – a \$1, \$3 and \$5 ticket, with the \$5 ticket having a cash prize of up to \$45,000.

The \$1 "Go Packers!" ticket, the \$3 "Green Bay Packers" ticket and the \$5 "Champions Club" ticket are available now throughout the state. Players who don't win instant cash prizes can mail in \$5 worth of non-winning tickets from the three games for the bonus drawing.

The grand prize winner, who will win the two Champions Club season tickets, will be selected through the bonus drawing. The drawing for the tickets will be held in March 2015.

The bonus drawing will also select first and second place prize winners. The first place prizes feature 95 pairs of tickets to Festival Foods MVP Deck or Miller Lite Lounge tickets, which include access to all-inclusive food and non-alcoholic beverages. First place winners will also receive one of 95 officially licensed NFL helmets autographed by a current Packers player and Packers Pro Shop gift cards. Second place winners will receive one of 100 Packers Pro Shop gift cards valued at \$500.

Lottery director Mike Edmonds and Packers President/CEO Mark Murphy talked about the new games during a Monday news conference in the Champions Club at Lambeau Field.

"We're happy to be working with the Wisconsin Lottery for a fifth season of games," said Murphy. "It's great to see our fans win season tickets and we're excited that in 2015 our grand prize winner will be able to experience gameday in the Champions Club and have the opportunity to spend time on the sidelines as we prepare to face two of our biggest rivals."

Retailers are pleased with the new offering as well.

"The Packers games are popular with lottery customers as shown by the fact that more retailers than ever - over 3100 - are offering the games this year," Edmonds said. "Once we say: 'Packers scratch tickets', the blitz is on."

This is the fifth time the Lottery and the Packers have worked together on Packers-themed games. Revenue from Packers scratch games provides property tax relief for Wisconsin homeowners.

More information on the Wisconsin Lottery Packers games is available online at www.wilottery.com.

#

Media Contact:

Katie Hermsen
Green Bay Packers
920/569-7218
hermsenk@packers.com



Media Contact:

Nicole Anspach
Wisconsin Lottery
608/266-2300
Nicole.Anspach@revenue.wi.gov

