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FOR IMMEDIATE RELEASE

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Your Pooch Oughta Be in Pictures

Your pet could be featured on new instant scratch ticket

MADISON – The Wisconsin Lottery wants to feature your favorite canine on its new *Top Dog* instant scratch ticket. Submit a current photo of your dog by **Friday, March 27 at 4:00 p.m.** online at www.wilottery.com or on the wilottery Facebook page.

The Lottery will open up voting on its Facebook page from March 30 to April 10. The five dogs with the most votes will be featured on the new *Top Dog* instant scratch tickets. Winners will also receive a \$100 VISA gift card, a framed sample Lottery ticket featuring their pooch, and \$20 worth of *Top Dog* instant scratch tickets.

The *Top Dog* instant scratch game will be launched in August.

Photo Requirements

- Submit online by Friday, March 27 at 4:00 p.m. Photos will be accepted online only – please do not mail in photos.
- Straight-on head shot of your dog
- One dog (no humans or other animals) with a plain background
- No props (including clothing)
- Must be digital or 35 mm quality – minimum of 300 dpi
- Dog must be living and currently owned by contest participant



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