



# WISCONSIN LOTTERY

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## News Release

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**WILottery.com**



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FOR IMMEDIATE RELEASE

## Wisconsin Lottery Named Finalist for Prestigious Award *Holiday spot up for 2019 Radio Mercury Award*

**MADISON, Wis.** – The Wisconsin Lottery's holiday radio spot is a finalist for the 2019 Radio Mercury Awards, announced Monday. A total of 139 radio spots and campaigns advanced through competition to the finals across 10 categories.

The "Man, Me Likey Scratch Games" 2018 holiday spot, produced by Hoffman York in Milwaukee, is one of 19 finalists in the Creative Use of Sound/Music category. Winners will be honored at an event in New York City on June 6.

"The Radio Mercury Awards set the creative bar for radio advertising excellence," said Radio Advertising Bureau President/CEO Erica Farber. "This competition continues to exemplify the best of the best and demonstrate the strength of the medium's future."

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### ABOUT THE WISCONSIN LOTTERY

The Wisconsin Lottery enriches communities statewide by giving back 93 percent of its revenue to winners, retailers, and Wisconsin homeowners. Of each dollar spent on the Wisconsin Lottery, 57 cents goes back to prizes, 30 cents to property tax credits, seven cents to operations and six cents to retailers. Since 1988, the Wisconsin Lottery generated:

- More than \$14.5 billion in total revenue
- Over \$8.2 billion in prizes paid
- More than \$4.3 billion in funding for property tax credits to eligible Wisconsin homeowners

For more about the Wisconsin Lottery, visit [wilottery.com](http://wilottery.com). The Wisconsin Lottery is on social media via Facebook and YouTube ([/wilottery](https://www.facebook.com/wilottery)) and Twitter and Instagram ([@wilottery](https://www.instagram.com/wilottery)).

**#WINsconsin**