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FOR IMMEDIATE RELEASE

## Wisconsin New Year's Eve Countdown Begins Today

*Powerball First Millionaire of the Year campaign includes trip to New York and opportunity to win an additional \$1 million*

**MADISON, Wis.** – The countdown for one of America's biggest celebrations has begun in WISconsin. Today the Wisconsin Lottery launched a limited-time offer for a chance at a trip to New York City (NYC) to watch the ball drop on Times Square and possibly win \$1 million on New Year's Day 2023.

Non-winning [Powerball](#) tickets purchased between March 20 and April 2, 2022, may count towards entry into the [Wisconsin Lottery Powerball VIP Trip Drawing](#) and an opportunity to attend the exclusive Powerball First Millionaire of the Year party, where one participant will win \$1 million.

"For nearly 30 years, *Powerball* has offered Wisconsin players the chance to become a millionaire," said Wisconsin Lottery Director Cindy Polzin. "What better way to celebrate *Powerball's* 30<sup>th</sup> anniversary than to send a player to New York City for New Year's Eve and a chance to become the first *Powerball* millionaire of 2023."

To enter the *Powerball* VIP Trip Drawing, players must:

- Collect at least one (1) non-winning Wisconsin Lottery *Powerball* ticket purchased between March 20 and April 2, 2022.
- On the ticket-back, place full name, address, phone number, and signature. Each entry must clearly state one person's name and address.
- Place the ticket in an envelope no larger than 4 ½" X 9 ½", affix sufficient postage, and mail to:

**POWERBALL DRAWING**  
**PO Box 8919**  
**Madison, WI 53708**

Envelopes should have one ticket per entry. Players may enter as often as they wish, but each envelope must be mailed separately.

The winner of the *Powerball* VIP Trip Drawing will receive:

- Round trip, airline transportation for two (2) people to New York City.
- Three (3) night hotel accommodation at a Times Square hotel in New York City.
- Two (2) tickets to a welcome dinner.
- Two (2) tickets to an exclusive New Year's Eve dinner and party in Times Square.
- Two (2) tickets for an exclusive entertainment experience.
- Two (2) gift bags.
- Designated meals.
- \$1,000 spending money.
- Event-related ground transportation to and from airports, hotel and activities in NYC.
- Required federal and state withholding taxes (for trip prize only).
- A chance to win \$1 million.

The total estimated value of the trip prize, excluding any potential prize won during the trip is **\$29,260**.

All entries must be received through U.S. Mail by Wednesday, April 20, 2022. The Wisconsin *Powerball* VIP Trip Drawing winner will be announced on Monday, April 25, 2022. Only persons 18 years of age or older are eligible to win the trip prize.

The multi-jurisdictional drawing (s) for \$1 million will include finalists from other lotteries participating in the 2022 *Powerball* First Millionaire of the Year offer throughout the country. Entry dates and requirements vary by participating lottery. Additional information about the *Powerball* First Millionaire of the Year is available at [www.wilottery.com](http://www.wilottery.com).

### **ABOUT THE WISCONSIN LOTTERY**

The Wisconsin Lottery enriches communities statewide by giving back 93 percent of its revenue to winners, retailers, and Wisconsin homeowners. Since 1988, the Wisconsin Lottery has generated:

- More than \$17 billion in total revenue
- Over \$9.7 billion in prizes paid
- More than \$5.1 billion in funding for property tax credits to eligible Wisconsin homeowners

For more about the Wisconsin Lottery, visit [wilottery.com](http://wilottery.com). Follow the Wisconsin Lottery on Facebook ([/wilottery](https://www.facebook.com/wilottery)), Instagram ([@wilottery](https://www.instagram.com/wilottery)), Twitter ([@wilottery](https://twitter.com/wilottery)), and YouTube ([/wilottery](https://www.youtube.com/wilottery)).

**#WINsconsin**