



WISCONSIN LOTTERY

WILotteryCommunications@Wisconsin.gov

P (608) 261-8412 • F (608) 267-4565
2135 Rimrock Rd • Madison, WI • 53713

    @WILottery • WILottery.com

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FOR IMMEDIATE RELEASE

New Wisconsin Lottery Packers Scratch Tickets Offer Fans a Chance to Win Four Season Tickets for One Year

Former Packers, Donald Driver and Clay Matthews, featured in statewide informational campaign

MADISON, Wis. – As football season approaches, the Wisconsin Lottery and the Green Bay Packers are teaming up to launch new, limited-edition Packers scratch tickets and [bonus drawing](#). The new Packers scratch tickets, \$1 [Winning Season](#), \$5 [Packers](#), and \$10 [Green and Gold](#) all went on sale on Friday, July 21.

All three games offer an array of prizes, and for players who don't win an instant cash prize, there is an opportunity to mail in \$5 worth of non-winning, limited-edition 2023 Packers tickets to be entered into a bonus drawing. The grand prize winner of the bonus drawing receives four club seat season tickets to all Green Bay Packers home games for the 2024-2025 season and a prize package with an estimated value of \$50,095.

"Our long-time relationship with the Packers to create co-branded scratch tickets has been awesome," said Wisconsin Lottery Director Cindy Polzin. "These tickets provide our players with an exclusive experience with one of Wisconsin's favorite teams and that makes this partnership special."

Packers scratch tickets are some of the Wisconsin Lottery's bestselling games. Since 2010, \$121,683,745 in Packers scratch tickets have been sold to help provide property tax relief for eligible Wisconsin property owners.

Statewide, informational messaging about the new Packers tickets started running on July 31 and Packers fans may recognize some familiar faces. The spots feature former Packers Donald Driver and Clay Matthews and was filmed at the Elks Club in Watertown.

Three levels of bonus drawing prizes are available with the new Packers scratch games including:

(1) GRAND PRIZE – Club Seat Season Ticket Prize Package

- Four (4) Club Seat tickets for one (1) season (2024-2025) to all Green Bay Packers regular season home games played at Lambeau Field.
- Two (2) parking passes for each home game during the season.
- Four (4) pre-game field passes for one (1) game during the season.
- Post-season home game ticket allotments for the season.
- One (1) three-thousand-dollar (\$3,000) Club Level food and beverage voucher for the season.
- Two (2) hotel rooms for two nights (1 weekend) at a Green Bay area hotel.
- One (1) behind-the-scenes tour of Lambeau Field for four (4) people.



- One (1) three-thousand-dollar (\$3,000) MasterCard® gift card for weekend entertainment (spa, golf, etc.) for the winner.
- One (1) one-thousand-dollar (\$1,000) Packers Pro Shop or packersproshop.com gift card for the winner.
- One (1) Green Bay Packers helmet autographed by a current Packers player for the winner.
- One (1) Green Bay Packers swag bag for the winner.

Grand prize includes required federal and state withholding taxes. The total grand prize estimated value is \$50,095.

(95) MVP TAILGATE – 95 MVP Tailgate Party Prize Packages

- Two (2) game tickets to either the Festival Foods MVP Deck or Miller Lite Lounge for a 2024-2025 Packers regular season home game. Includes food.
- Two (2) pre-game field passes to participate in the American flag-holding ceremony.
- One (1) Green Bay Packers helmet autographed by current Packers player for the winner.
- One (1) fifty-dollar (\$50) Packers Pro Shop or packersproshop.com gift card for the winner.

The total estimated value for an MVP Tailgate package is \$1,898.

(100) GIFT CARD – 100 Gift Card Prizes

- One (1) five-hundred-dollar (\$500) Packers Pro Shop or packersproshop.com gift card.

The total estimated value for a gift card is \$500.

To enter the Packers Bonus Drawing, players should follow the instructions on the back of non-winning Packers scratch tickets and be sure to mail their entries to:

Packers Drawing
PO Box 8915
Madison, WI 53708-8915.

All bonus drawing entries must be received through U.S. Mail by Thursday, February 29, 2024. Winners will be announced on Friday, March 8, 2024.

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 \$18 billion in total revenue
- Over \$10.2 billion in prizes paid
- More than \$5.4 billion in funding for property tax credits to eligible Wisconsin homeowners

For more about the Wisconsin Lottery, visit 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)).

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