



# NEWS RELEASE

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## TEXAS LOTTERY COMMISSION WINS MAJOR AWARD

The agency received a 43<sup>rd</sup> Annual Telly Award for its 30<sup>th</sup> Anniversary documentary

**AUSTIN** – The Texas Lottery Commission has received a Telly Award for its in-house documentary commemorating the Texas Lottery’s 30<sup>th</sup> Anniversary. The agency was recognized as a **Silver Winner** in the **Branded Content – Documentary: Individual** category for the film [“30 Years of Winning.”](#) which features a detailed look at the first three decades of the Texas Lottery. The 43<sup>rd</sup> Annual Telly Awards, the world’s largest honor for video and television content across all screens, were announced on May 24.

“We are honored to earn this prestigious award as the result of such a highly-respected national and international competition,” said Gary Grief, executive director of the Texas Lottery. “It was our goal to bring as many people together as possible to recount stories of the organization’s first three decades so that they could be showcased during the Texas Lottery’s year-long 30th Anniversary celebration, which culminated on May 29, 2022. I’m proud of the work that our team put into the production of ‘30 Years of Winning.’ This Telly Award is a testament to the creativity and hard work executed by our talented staff.”

“30 Years of Winning” explores the Texas Lottery’s compelling mission, the success of its unique business model and the employee culture. With a runtime of 28 minutes and 35 seconds, the documentary was produced between July 2021 and January 2022 and is comprised of 44 interviews, spanning approximately 11 hours of raw interview footage. The film is told from the perspective of nearly all of the Texas Lottery’s primary stakeholders, including many current employees who were involved with initial startup operations in 1992 through the first five years, ending in 1997; Texas Lottery senior leadership; the agency’s first executive director; current and former Texas Lottery commissioners; current and former Texas legislators; representatives of the Texas Lottery’s primary beneficiaries, the Texas Education Agency and the Texas Veterans Commission; and lottery industry professionals. Archival video sourced from the Texas Lottery’s internal Beta SP video collection was digitized in 2020, making it possible to bring new life to historical moments, such as the first ticket purchase by Governor Ann Richards, the first Lotto Texas® broadcast drawing and winners’ check presentations.

(more)

The documentary was produced internally by the Texas Lottery's 30<sup>th</sup> Anniversary Documentary Subcommittee. Director of Media Relations Lauren Callahan served as the producer; Philip Bates served as editor and videographer for the project. Texas Lottery staff members Stephen Cruz, Steve Helm, Andrew Leeper, Roger Prather, Lee Robbins and Mehul Shah also assisted with documentary production, while directors Nelda Treviño and Ryan Mindell served as consultants to the film.

Since 1979, The Telly Awards have honored excellence in video and television. Award submissions are judged by The Telly Awards Judging Council, consisting of more than 200 leading experts in the industry. Winners represent work from some of the most respected advertising agencies, television stations, production companies and publishers from around the world. This year's Telly Awards received over 11,000 entries from around the globe. A list of the 43<sup>rd</sup> Annual Telly Award winners can be found [here](#).

#### About the Texas Lottery

Beginning with the first ticket sold in 1992, the Texas Lottery has generated \$34.8 billion in revenue for the state and distributed \$75 billion in prizes to lottery players. Since 1997, the Texas Lottery has contributed \$28.9 billion to the Foundation School Fund, which supports public education in Texas. As authorized by the Texas Legislature, certain Texas Lottery revenues benefit state programs including the Fund for Veterans' Assistance. Since the first veterans' themed scratch ticket game was launched in 2009, the Texas Lottery has contributed more than \$181 million for programs supporting Texas veterans.

The Texas Lottery provides several entertaining games for lottery players including Powerball®, Mega Millions®, Lotto Texas®, All or Nothing™, Texas Two Step®, Pick 3™, Daily 4™, Cash Five® and scratch ticket games. For more information visit us on Facebook, Twitter, Instagram, LinkedIn, YouTube or at [texaslottery.com](http://texaslottery.com). PLAY RESPONSIBLY.

**Editors/News Directors, note:** "30 Years of Winning" can be viewed [here](#).

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