



NEWS RELEASE

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TEXAS LOTTERY SCRATCH TICKET STRATEGY COORDINATOR RECEIVES TOP INDUSTRY HONOR

(AUSTIN) – The Texas Lottery Commission today announced that Dale Bowersock, the agency’s scratch ticket strategy coordinator, was named a recipient of a 2022 Powers Award during the North American Association of State and Provincial Lotteries’ (NASPL) annual seminar, which is being held this week in Indianapolis, Indiana.

“Dale Bowersock has guided numerous scratch ticket games from inception to launch over the course of his 22-year career with the Texas Lottery,” said Gary Grief, executive director of the Texas Lottery. “Dale’s hard work and creative eye for ticket design have been instrumental in creating core games that Texas Lottery® players love to play. In the spring of 2022, he has been a key contributor to the successful launch of the nation’s first \$100 scratch ticket game, which also happened to be the Texas Lottery’s first new scratch ticket game price point in 15 years. Dale also aids and assists many other lotteries, always willing to share the knowledge he has acquired about designing a state-of-the-art scratch ticket portfolio. For these many reasons, I am proud to see Dale’s efforts recognized by NASPL and congratulate him on receiving one of this year’s Powers Awards.”

Each year, the Powers Awards are presented in recognition of the significant contributions lottery and lottery vendor employees have made through exceptional job performance. These awards are named in honor of the late Edward J. Powers, the “Father of U.S. Lotteries.” Powers spent more than 25 years in the lottery industry helping to define the most effective organizational structures that have become a blueprint for today’s lotteries. The drive, commitment and integrity Powers demonstrated set the standard of excellence exhibited by lottery and vendor employees nominated for this award.

Bowersock joined the Texas Lottery Commission in August 2000. Since Bowersock began working on the Texas Lottery scratch ticket portfolio, annual scratch ticket sales have grown from \$2.4 billion to a record-setting \$6.61 billion, accounting for 81.6% of total lottery sales during FY 2021. Most recently,

(more)

Bowersock has been focused on the launch of the nation's first \$100 ticket, relying on the experience he gained when he brought the U.S. lottery industry's first \$50 scratch ticket to market in 2007. Bowersock worked carefully with Texas Lottery vendors to craft the \$100 ticket with a unique look-and-feel and prize structure. Bowersock has consistently innovated prize structures across the 80-plus scratch tickets launched every year to distinguish these games to the Texas Lottery player base. He has also been instrumental in implementing the second-chance experiential prize model for many of the Texas Lottery's most popular scratch ticket games.

By staying focused on customer demand and carefully increasing new price points into the market when appropriate, Bowersock has also overseen the tremendous growth of the popular Loteria family portfolio from one to six scratch ticket games currently in market at price points ranging from \$1 to \$50. Each additional price point has been incremental to overall sales, as Loteria sales now represent approximately 25% of total Texas scratch ticket sales.

Aside from his skill as a scratch ticket game designer, Bowersock's primary focus has been on scratch ticket sales and growing revenue for the Texas Lottery's two primary beneficiaries – public education and veterans. He also is well versed in the functionality of the Texas Lottery App and the Luck Zone second chance entry system, which he works tirelessly to improve and tweak to create a positive user experience for players.

About the Texas Lottery

Beginning with the first ticket sold in 1992, the Texas Lottery has generated \$35 billion in revenue for the state and distributed \$76 billion in prizes to lottery players. Since 1997, the Texas Lottery has contributed \$29.2 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 \$187 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. PLAY RESPONSIBLY.

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