



NEWS RELEASE

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TEXAS LOTTERY DRAW GAME COORDINATOR RECEIVES TOP INDUSTRY HONOR

(AUSTIN) – The Texas Lottery Commission today announced that Julie Terrell, the agency’s draw game 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.

“Julie’s project management and game design skills have been instrumental to keep Texas’ draw games fresh and innovative for players.,” said Gary Grief, executive director of the Texas Lottery. “During her tenure, she has proven to be the best in the business at managing all of the moving pieces that go into draw game introductions, having worked now on more than 20 draw game changes. She has also kept the Texas draw game portfolio relevant in a changing and increasing digital world. For these and many more reasons, I am proud to see Julie’s great efforts on behalf of the Texas Lottery recognized by NASPL by naming her a 2022 Powers Award Recipient.”

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.

Terrell joined the Texas Lottery Commission in August 2005. She coordinates product management efforts for the Texas Lottery’s draw game portfolio, which regularly achieves annual sales of over \$1 billion and consists of eight games, including two in-state jackpot games, two national multi-state games and four daily games. In FY 2021, the Texas draw game portfolio realized \$1.49 billion in

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sales, a \$342 million increase over FY 2020 and the largest year-over-year increase since lottery start-up.

Terrell has also led the introduction of digital coupons on the Texas Lottery® App. Pivoting from a direct mail method, she managed the project that now allows players to use a QR code from the app to purchase discounted draw game offers at retail. This innovation allowed the Texas Lottery to drive players to the retail environment, providing a reason to download the mobile app and receive information about all Texas Lottery products.

Regular reductions to the Texas Lottery's advertising budget have made new draw game introductions challenging. Instead, Terrell has focused on the existing game portfolio. By highlighting a specific game each quarter, messaging and promotion allows for maximized sales opportunities. In addition, she works with the sales team to run exclusive co-op promotions with retailers that also boost sales. She also played an important role in bringing QUICKTICKET and Receipt Ticket to fruition, moving draw games to the ever important in-lane space at retail.

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](https://www.texaslottery.com). PLAY RESPONSIBLY.

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