



NEWS RELEASE

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TEXAS LOTTERY OFFERING CHANCES TO WIN VIP TRIP WITH PRIVATE MARTINA MCBRIDE CONCERT

The new Lady Luck 777 scratch ticket game includes promotional second-chance drawings for an all-expenses paid trip to attend the Lady Luck multi-jurisdictional lottery event

AUSTIN – The Texas Lottery is bringing its players another unique opportunity through the new [Lady Luck 777](#) scratch ticket game that launched on Monday, April 1. Through a dynamic partnership with Atlas Experiences and Pollard Banknote, Texas Lottery® players that miss out on winning an instant cash prize in the game will have an opportunity to enter non-winning tickets into the [Lady Luck promotional second-chance drawings](#). Players that enter non-winning tickets could win an all-expenses paid trip to Pigeon Forge, Tennessee to attend the Lady Luck multi-jurisdictional lottery event, which features a private Martina McBride concert at Dolly Parton’s Celebrity Theater at Dollywood. McBride joined the Texas Lottery for a special appearance at the Slaughter Lane and South Congress Ave. H-E-B in Austin, on Wednesday, April 3, to discuss the exciting details about the once-in-a-lifetime opportunity.

“The Texas Lottery is always looking to offer new and unique prize opportunities to its players and we think the experiences that can be won in the new Lady Luck 777 scratch ticket game are sure to be a hit among our player base,” said Ryan Mindell, deputy executive director of the Texas Lottery. “While the game offers exciting instant cash prizes, the one-of-a-kind experiential prizes that can be won through the Lady Luck promotional second-chance drawings cannot be purchased or obtained anywhere else. By collaborating with Pollard Banknote and Atlas Experiences on this scratch ticket game and second-chance promotion, we think this innovative concept will not only excite our players, but will lead to strong sales at our retailers, which will ultimately generate revenue for public education in Texas.”

The Lady Luck 777 scratch ticket game offers more than \$54 million in total cash prizes, including five top prizes of \$250,000. Overall odds of winning an instant-win cash prize are one in 3.65, including break-even prizes. Players may enter non-winning scratch tickets from the game into any of the four Lady Luck promotional second-chance drawings to be held throughout the run of the game for chances to win an all-expenses paid trip for them and one guest to Pigeon Forge, Tennessee in 2025. Eighty lucky winners and their guests will take this once-in-a-lifetime trip.

“The ability to craft unique once-in-a-lifetime experiences for lottery players across North America is at the heart of what Atlas Experiences delivers,” said Derek Gwaltney Founder & CEO of Atlas Experiences. “We are thrilled to continue our partnership with the Texas Lottery to launch our latest national promotion with the country music icon, Martina McBride.”

(more)

The Trip Prizes awarded in the Texas Lottery's Lady Luck promotional second-chance drawings will include:

- Martina McBride Private VIP Concert in Dollywood
- Performance by a female spotlight artist
- Three-night stay at Dollywood's DreamMore Resort & Spa
- Custom Welcome Gift for prize winner and guest
- Private welcome dinner and entertainment
- Daily breakfast buffet
- Private Taste of the Smokies Dinner
- Private Southern Barbecue Dinner
- Round-trip economy airfare for two (2) from any U.S. international airport, within the 48 contiguous U.S. states (excluding Alaska and Hawaii) to McGhee Tyson Airport in Knoxville, TN
- Round-trip ground transportation for all scheduled activities
- Shuttles to Downtown Gatlinburg, Tennessee
- \$500 spending cash for the winner
- One-day Park Pass for two to the Dollywood Theme Park
- A chance to win a Martina McBride Meet and Greet and VIP Concert Seating
- A chance to win a \$500,000 Grand Cash Prize
- A chance to win a \$10,000 Cash Prize

The first three entry deadlines for the separate second-chance drawings are May 10, June 14 and July 12, with the fourth drawing date yet to be determined. For more information about the Lady Luck 777 scratch ticket game and promotional second-chance drawings, visit [texaslottery.com](https://www.texaslottery.com).

In fiscal year 2023, the Texas Lottery was proud to generate \$2.131 billion for the Foundation School Fund and \$29 million for the Fund for Veterans' Assistance, the highest contributions to Texas education and Texas veterans since the dedication of such funds by the Texas Legislature.

About the Texas Lottery

Beginning with the first ticket sold in 1992, the Texas Lottery has generated more than \$38 billion in revenue for the state and distributed more than \$85 billion in prizes to lottery players. Since 1997, the Texas Lottery has contributed \$32.6 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 \$235 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, X, Instagram, LinkedIn, YouTube or at [texaslottery.com](https://www.texaslottery.com). PLAY RESPONSIBLY.

Editors/News Directors, note: A high-res image of the Lady Luck 777 scratch ticket game can be downloaded [here](#). (Right-click on the image for saving options.)