

Excitement Grows

Lotteries Launch Promotions for First POWERBALL Millionaire of the Year

The hot temperatures tell us it's the "dog days of summer," but Powerball players across the country have thoughts on slightly cooler days ahead – New Year's Eve, to be exact, when the First POWERBALL Millionaire of the Year will be awarded.

Lotteries have begun kicking off second chance promotions for their POWERBALL players. Twenty-five lotteries are taking part in the promotion which will see more than 300 winners and their guests travel to New York City at the end of December. The first lottery was Wisconsin, which actually has already selected winners. A number of lotteries are currently offering the promotion and more will start throughout the summer. By the fall, all winners will have been selected and notified.

In April, dick clark productions and POWERBALL® announced the rollout of this new promotion that awards winners of the First POWERBALL Millionaire of the YearSM second-chance prize drawings with a VIP trip to New York City to celebrate New Year's Eve 2020 and a chance to win \$1 million. The special drawing for the First POWERBALL Millionaire of the Year will occur on January 1, 2020, just after midnight, during ABC's live broadcast of Dick Clark's New Year's Rockin' Eve with Ryan Seacrest.

"It is exciting to see this event come to life as lottery promotions are launched and entertainment is secured," said Gregory R. Mineo, POWERBALL Product Group Chairman and Maine Lottery Director. "The planning for winner trips and the ABC broadcast is ongoing and will result in a compelling, once-in-a-lifetime experience for POWERBALL® players that will culminate with the \$1 million drawing. It is going to be a big night for POWERBALL, and we are thrilled to share it with viewers across America."

"Our team is thrilled to work with POWERBALL on this exciting promotion," said Kevin Patrick Smith, Senior Vice President of Business Development and Partnerships, dick clark productions. "The combination of POWERBALL's nationwide reach and dick clark productions' vast entertainment experience will result in an



exciting New Year's for the winners and their guests. And, of course, when we announce the first millionaire of the year in the first minutes of 2020 live on air, we will change someone's life while introducing an exciting new moment in the show."

All second-chance prize winners will enjoy the excitement of New York City, including a theater performance and a holiday cruise on the Hudson River with dinner and entertainment. The experience also includes roundtrip airfare, hotel accommodations and an exclusive New Year's Eve gala at the Crowne Plaza Hotel, featuring live entertainment and, of course, prime viewing of the Times Square ball drop.

For more information on the First POWERBALL Millionaire of the Year promotion, please visit www.powerballrockineve.com. ■

