

EXCITEMENT BUILDS FOR FIRST POWERBALL MILLIONAIRE OF THE YEAR PROMOTION

Jessie James Decker to Announce \$1 Million Drawing Winner on “Dick Clark’s New Year’s Rockin’ Eve with Ryan Seacrest 2020”

The leaves in New York City are starting to turn, but the next time the lottery industry plays a major role in the city, there could be snow falling. On December 29, more than 300 Powerball winners and their guests will descend on Times Square for the chance to become the First POWERBALL Millionaire of the Year.

Announced in late summer, country artist Jessie James Decker will reveal the first-ever First POWERBALL Millionaire of the Year during the live broadcast of Dick Clark’s New Year’s Rockin’ Eve with Ryan Seacrest 2020 and will provide live updates from the First POWERBALL Millionaire of the Year VIP Party throughout ABC’s national telecast. The big reveal announcing the winner of the First POWERBALL Millionaire of the Year will air just after midnight on January 1, 2020.

“I am so thrilled to be a part of this incredible life-changing moment on one of the most iconic shows on television!” said Jessie James Decker. “There’s someone out there who will become a millionaire overnight LIVE on New Year’s Eve and I can’t wait to celebrate with them.”

“We are excited to celebrate a new chapter in America’s favorite jackpot game,” said Gregory Mineo, POWERBALL Product Group Chairman and Maine Lottery Director. “I want to congratulate participating lotteries on the rollout of their second-chance promotions. The hard work that’s started on the state level is going to culminate with the ultimate VIP experience in New York City and the reveal of our First POWERBALL Millionaire of the Year.”

And while a few lotteries still have some time remaining in their promotions, players have been expressing their



excitement through drawing entries, visits to the promotion website, and calls to the special toll-free number. Additionally, national media outlets from People Magazine to Newsweek, as well as specialized websites have published information on this exciting promotion.

First teased during last year’s New Year’s Eve telecast, the First POWERBALL Millionaire of the Year promotion officially kicked off this past spring with the rollout continuing through the fall. As part of the national POWERBALL game, players who purchase tickets from 25 participating jurisdictions can enter their POWERBALL tickets into the First POWERBALL Millionaire of the Year second-chance drawings. More than three hundred winners from those jurisdictions will head to New York City, and one lucky VIP Experience winner will be randomly selected to win \$1 million.

All second-chance prize winners will enjoy the excitement of celebrating the New Year in New York City, including a Welcome Reception at The Edison Ballroom, a performance of the “Christmas Spectacular starring the Radio City Rockettes” at

the iconic Radio City Music Hall, and a Hudson River Cruise on the Hornblower Infinity with dinner and entertainment. The experience also includes round-trip airfare, hotel accommodations, and an exclusive New Year’s Eve Gala at the Crowne Plaza Hotel, featuring live entertainment, including a performance from Jessie James Decker 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.

