



**WISCONSIN  
LOTTERY**

# NEWS RELEASE

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## **New “PACKERS” game an instant ticket to Lambeau Field** *Seats, suites and cash are all instant wins*

(Green Bay) —The Wisconsin Lottery and the Green Bay Packers are teaming up on a new “PACKERS” scratch game that lets players win cash and Packers prizes—including seats to all 2011 Packers home games—instantly!

“With any ticket, at any time, lucky players could win a season of fun watching their beloved green and gold,” Lottery director Mike Edmonds said today at a Lambeau Field news conference.

The game’s top prize is a pair of Club Season seats for the 2011 season, along with \$10,000 cash. There are four of these top prizes available. There are also 48 single-game Suite Prize packages and 100 Packers Pro Shop Gift Card prizes. Cash prizes in the game range from \$10 to \$15,000. This is the second ticket to come out of a marketing partnership with the Packers.

“Instantly winning two club seat tickets to all 2011 Packers home games definitely will build the anticipation for the second season of the scratch game,” said Packers President/CEO Mark Murphy. “We’re excited to partner with the Wisconsin Lottery for a second year and again see fans have fun with the game. Property tax relief for Wisconsin taxpayers is a continued benefit as well.”

“The Packers seats and all of the other prizes will be out there in stores just waiting for someone to scoop them up,” Edmonds said. “It will be great for our players and beneficial to Wisconsin property tax payers.”

Lottery ticket revenues are returned to the state to help offset property taxes. Last year’s “PACKERS” scratch game generated more than \$1.5 million in tax relief.

The new “PACKERS” scratch game goes on sale July 23.

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12-TIME WORLD CHAMPIONS  
SUPER BOWL CHAMPIONS I, II, XXXI