



GOVERNMENT OF THE DISTRICT OF COLUMBIA  
D.C. LOTTERY AND CHARITABLE GAMES CONTROL BOARD  
2101 MARTIN LUTHER KING, AVENUE, S.E., 5TH FLOOR  
WASHINGTON, D.C. 20020-5731



**FOR IMMEDIATE RELEASE**  
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Contact: Athena Hernandez  
202-645-7900 (office)  
202-615-8715 (cell)

## **The D.C. Lottery Launches New “Di\$trict Dollars” Raffle Game**

*Tickets go on sale today at all D.C. Lottery retail locations for a limited time only*

**Washington, D.C.** – Today the D.C. Lottery launches **Di\$trict Dollars**, a new raffle game with tiered rewards, exclusivity, and the opportunity to become a social media star. Everything the contemporary player wants in a sweepstake.

“For a limited time only, D.C. Lottery players have access to an exclusive new game that offers a new twist to the traditional raffle game,” said Jay Young, executive director of the D.C. Lottery. “We’re confident that our players will be excited about this new game and its prizes.”

Here’s how it works: The Di\$trict Dollars raffle is held weekly, but only for a limited time—six weeks. For a \$1 wager, players vie for the top prize of \$10,000; five 2<sup>nd</sup> place wins of \$1,000; and ten 3<sup>rd</sup> place wins of \$500. That’s a guaranteed 16 winners per week. Sales start Wednesday, close the following Tuesday, with results posted that Thursday. Only 40,000 tickets will be sold per raffle.

In the [ad for the raffle game](#), the tag line “Your Dollars Want to be Di\$trict Dollars,” introduces a queue of dollar bills demonstrating—in true Washington form—their interest in becoming Di\$trict Dollars. To kick-up interest in the game and capitalizing on viewer generated media, the D.C. Lottery will invite website visitors to create audio content to accompany the animation with the winning entrant receiving a prize for submission.

“With a top prize of \$10,000, Di\$trict Dollars has great cash prizes. Only 40,000 tickets will be sold for each raffle and there are 16 guaranteed winners every time. Sounds like a winning combination to me!” adds Young. “We’re excited to bring this new gaming opportunity to our players and encourage everyone to play responsibly.”

Di\$trict Dollars is now available at your neighborhood D.C. Lottery agent. Tickets available while quantities last.

More information about Di\$trict Dollars is available at [dclottery.com](http://dclottery.com).

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**D.C. LOTTERY – LOTS OF PEOPLE WIN!  
\$2.3 BILLION IN PRIZES SINCE 1982**