



FOR IMMEDIATE RELEASE
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D.C. Lottery Launches “you in?” Campaign *With POWERBALL® Lottery Pools, “There is Strength in Numbers”*

Washington, D.C. – This week, the D.C. Lottery launches its [POWERBALL®](#) InCrowd campaign for lottery pool players. To join the D.C. Lottery’s [InCrowd Club](#) and receive exclusive offers, and step-by-step directions on how to create, join, or manage a POWERBALL lottery pool, players can visit www.dclottery.com.

“With this campaign, the D.C. Lottery is using traditional and social marketing communications strategies to promote the InCrowd Club, motivate people to form lottery pools at work or with their family and friends, and share their POWERBALL experiences with other D.C. Lottery players,” said Jeffrey “Jay” Young, the executive director of the D.C. Lottery and Charitable Games Control Board.

The InCrowd Club campaign kicked off on November 1, 2009, and Young expects that chatter among the agency’s [Facebook](#) fans and [Twitter](#) followers will continue to be positive as the buzz about the InCrowd Club gets louder, particularly with the [sneak peak release](#) of the “See Snyder Get Tarded and Feathered” commercial on [D.C. Lottery’s YouTube channel](#).

As a member of InCrowd, players can invite coworkers, family, and friends to join a POWERBALL lottery pool. You can also enter the date of the POWERBALL drawing and the numbers your lottery pool played to see if you have any winning tickets. The feature also allows you to track the total amount of wagers your pool has made, individual contributions of each office pool member, and the team’s total winnings, including a breakdown of how much each person won.

Historically, office pools are popular with POWERBALL, a jackpot driven game. Since the inception of POWERBALL in 1992, approximately 25 lottery pools have won POWERBALL jackpots, ranging from \$5.3 million to \$177.2 million. When the D.C. Lottery POWERBALL jackpot was worth \$138 million for the August 5, 2009 drawing, a group of hotel employees known as the “Hilton Washington 27” decided to form an office pool for the first-time, and they won a \$10,000 POWERBALL prize. The win inspired the employees to continue playing POWERBALL as a group.

More information about the InCrowd is available at dclottery.com.

“you in?” “There’s strength in numbers.”

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