

Mass. Lottery and Red Sox Partner in New \$10 Game

Written by The Staff
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The Massachusetts Lottery and Boston Red Sox today announced a new \$10 Instant Ticket game.

State Treasurer **Tim Cahill** today joined Red Sox President and CEO **Larry Lucchino** at Fenway Park to announce the new \$10 game which will go on sale beginning Tuesday, March 20th at the Lottery's 7,500 licensed retailers throughout the state.

The Red Sox and the Massachusetts Lottery have been in partnership since 2004.

"The Red Sox are pleased to be able to continue our corporate relationship with the Massachusetts Lottery," said Red Sox President/CEO Larry Lucchino. "After a very successful partnership on the World Series Trophy Tour, the Red Sox \$5 Instant Ticket that was introduced in 2006 generated over \$21 million in local assistance to the 351 cities and towns in Massachusetts. This new \$10 Instant Ticket will potentially create even more revenues for these locales."

There are 600,000 prizes ranging from \$100 to \$1,000, and more than 8,300 prizes between \$1,000 and \$250,000 available through the new offering.

Included in the game are non-cash prizes such as tickets at Fenway Park – seats in the Pavilion area; on the Monster and roof deck; in the grandstand and suites, as well as an entire decade of tickets to watch one of the longest and most storied rivalries in professional baseball, the Red Sox vs. Yankees.

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