



**FOR IMMEDIATE RELEASE**

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## **Lottery Celebrates Colorado's 150th birthday with New Scratch Games, Prizes, Contests, and Events**

*150th Birthday! and COLORADO CA\$H CROP™ Scratch celebrate the best of Colorado*

**PUEBLO, Colo.**— To celebrate the state's [150th birthday](#) and the [Colorado Proud](#) program, Colorado Lottery announces the launch of \$5 150th BIRTHDAY! and \$2 COLORADO CA\$H CROP™ Scratch games that give players more chances to win and celebrate all that makes Colorado great, along with fun promotions and contests to keep the party going all summer.

The 150th-themed \$5 game brings the birthday frenzy, loaded with \$150 top prizes and 5X and 10X multipliers to bring some birthday cheer to more players. On Sept. 14, the Lottery will celebrate our state's Colorado Proud local farmers and the produce they grow, which helps make Colorado a culinary envy with \$2 COLORADO CA\$H CROP™. This \$2 game will celebrate five of Colorado's most well-known and beloved crops: Pueblo chiles, Olathe sweet corn, Rocky Ford melons, Palisade peaches, and San Luis Valley potatoes.

"We are excited to celebrate the birthday of the best state in the nation with these two new games that offer more chances to win, more prizes, and some added birthday fun," said Colorado Lottery Senior Director Tom Seaver. "For over 40 years of our great state's 150 years, the Colorado Lottery has been celebrating its players with new, exciting games that drive the revenue that makes our state one of the most beautiful and most popular places to visit in the country. Happy Birthday, Colorado!"

The Colorado Department of Agriculture (CDA) developed Colorado Proud in 1999, a free marketing program designed to help consumers, restaurants, and retailers identify and purchase Colorado-produced food and agricultural products. The distinctive Colorado Proud logo helps shoppers in our state and around the world identify Colorado food and agricultural products in grocery stores and through the [Colorado Farm Fresh Directory interactive map](#). CDA is encouraging all Coloradans to celebrate the 250-150 by connecting with their local agricultural producers, learn more at [SettingColoradosTable.com](http://SettingColoradosTable.com).

In April, Gov. Jared Polis strengthened that commitment to Colorado producers by signing HB-26-1031 into law, supporting Colorado farmers by requiring the “Colorado Grown” produce labels only be used on produce actually produced in Colorado.

To keep the celebration going, from July 4 through Sept. 7, players can enter their non-winning \$5 150th BIRTHDAY! Scratch into a second-chance drawing for a chance to win uniquely Colorado and outdoor-themed prizes. The Lottery will select 150 winners, each of whom will receive a digital prize catalog featuring 25 exciting prizes!

To keep the party soaring throughout the summer, the Lottery is sponsoring the History Colorado Drone Shows at events across Colorado. Here is the summer schedule for [Drone Show: Stories in the Sky](#).

The Lottery reminds players to keep the play fun by setting limits, knowing the odds, and taking breaks if playing the Lottery becomes less enjoyable.

### **About the Colorado Lottery**

The Colorado Lottery operates under three equal pillars: Revenue, Conservation, and Responsibility. Since 1983, the Colorado Lottery has returned more than \$4.6 billion to outdoor projects through Great Outdoors Colorado (GOCO), the Conservation Trust Fund, and Colorado Parks and Wildlife (CPW). Once the GOCO proceeds cap is met, additional proceeds recipients include the Outdoor Equity Grant Program, Building Excellent Schools Today, Outdoor Recreation Industry Office, and other outdoor-related CPW funds. Proceeds from sales of Lottery games - Scratch, Powerball, Mega Millions, Colorado Lotto+, Millionaire for Life, Cash 5, and Pick 3 - support parks, trails, recreation, wildlife, and open space in Colorado, utilizing industry best practices for player health. For more information, visit [coloradolottery.com](http://coloradolottery.com).

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