



26 May 2010

Media Release

WLA 2010 ADVERTISING AWARDS NOW OPEN FOR SUBMISSIONS

Tatts Lotteries' Golden Casket and the World Lottery Association (WLA) announce that the WLA 2010 Advertising Awards are now open!

The WLA Advertising Awards are a traditional component of the WLA Convention, designed to acknowledge and promote best practice in lottery industry advertising.

Tatts Lotteries Chief Executive Mr Bill Thorburn said the Awards, which are open to all WLA member lotteries, provide an ideal platform for all lotteries to gain industry exposure for the promotional material produced in the past year.

"To reflect the Convention theme, *a bright future*, and the evolution of the lottery industry, awards categories have been updated to include; numbers games, sports betting, instant games, new media, lottery corporate profile and customer relationship marketing," he said.

The winning submission in each category will be automatically entered into the Grand Global Gaming Award. The winner of the Grand Global Gaming Award will be considered the overall winner of the WLA 2010 Advertising Awards, the most prestigious lottery industry advertising award.

Advertisements released to market between June 2009 and June 2010 are eligible for entry in this year's awards.

Detailed information about the awards, including award categories, judging criteria and information on the judging process can be found at www.wla2010.com in the *call for submissions* document.

The closing date for submissions is Friday 13 August 2010, with the awards being presented during the Closing Dinner of the WLA 2010 Convention in Brisbane, Australia on 4 November 2010.

Tatts Lotteries' Golden Casket look forward to seeing your submission/s and wish you all the very best with your entry.

About WLA2010

WLA 2010 will be held from 31 October to 5 November 2010. The Convention's theme is 'a bright future', to represent the bright future that lies ahead for the lottery industry, as well as the bright features of the Convention destination, Brisbane Queensland and host lottery, Golden Casket.

ENDS

For more information please contact:

Paul Peinado
Communications Coordinator
World Lottery Association
+41 79 519 1396

Elissa Lewis
Public Relations Manager
Tatts Lotteries
+61 0457 759 945