

MEDIA CONTACT

Eunice Hwangbo for U.S. Olympic and Paralympic Properties
press@la28.org

FOR IMMEDIATE RELEASE

UNITED STATES OLYMPIC AND PARALYMPIC PROPERTIES ENGAGES ESGN AND EDG TO DEVELOP TEAM USA LOTTERY PROGRAM

MDI Founder Steve Saferin and Former NFL Executive Gene Goldberg to Activate Program

(Oct. 7, 2020) – United States Olympic and Paralympic Properties LLC and Entertainment and Sports Gaming Network LLC (ESGN) and EDG have entered into an agreement to develop a Team USA state lottery program for the upcoming Tokyo and Beijing Olympic and Paralympic Games.

“We are excited to bring Team USA to state lottery programs,” said U.S. Olympic and Paralympic Properties Senior Vice President of Consumer Products Peter Zeytoonjian. “Steve’s accomplishments with MDI in the lottery category paired with Gene’s background in sports licensing provides a terrific opportunity to offer Team USA lottery products for the first time.”

Under the agreement, ESGN and EDG will facilitate the partnership between Team USA and state lotteries. The program will be available to the 47 U.S. state lotteries for the upcoming Tokyo and Beijing Olympic and Paralympic Games, and on sale approximately 100 days prior to each respective Games, complementing Team USA’s traditional 100 Days Out promotional activities.

Participating lotteries will be able to offer Team USA-themed prizes, including a trip package to Los Angeles for a Team USA Gala to view the Opening Ceremony of the Tokyo 2020 Olympic Games in July 2021 or the Opening Ceremony of the Beijing 2022 Olympic Games in February 2022.

ESGN’s Managing Director Steve Saferin said, “Gene and I are delighted to work with U.S. Olympic and Paralympic Properties to celebrate and promote Team USA with licensed state lottery programs. With this partnership, participating state lotteries will now be able to offer a unique way to support and engage with Team USA and the upcoming Olympic and Paralympic Games.”

Lotteries interested in participating or learning more should contact steve.saferin@esgn.media.

###