

Lucky Pik Digital Game Show

Atlas Experiences and The Famous Group Collaborate to Create Virtual Winning Moments and Experiences

Marietta, GA. February 5, 2021 – Atlas Experiences, LLC (“Atlas”) and The Famous Group (“TFG”) have partnered together to create the digital game show, Lucky Pik.

The Lucky Pik digital, 3-D animated game show is designed to be integrated into reward programs to create an elevated level of excitement and engagement from traditional rewards of cash prizes, gift cards or merchandise. The show is virtually hosted and streamed live, or produced in-person, to deliver a winning experience of any prize value or even designed to reward custom merchandise prizes. The latest technology is leveraged to reward players, consumers, fans, or employees with prizes that can be fulfilled following the competition of the show.



“Organizations continue to look for ways to deliver rewards for performance or to loyal consumers in exciting new ways. The vision of Lucky Pik is to innovate experiences virtually or in-person by creating excitement and the thrill of winning,” said Derek Gwaltney Founder & CEO of Atlas Experiences. “Currently the traditional incentive rewards of gift cards and merchandise has no emotional connection or memorable moment the recipient can remember for years to come.”

Virtual experiences are evolving at a rapid pace and the desire to continue to innovate the experience is never more paramount. The Famous Group is

continuing to rethink fan experiences for sport organizations across the country.

“Partnering with Atlas allows us to leverage our digital fan experience to create a new innovative virtual platform that integrates exciting winning moments through the digital game show Lucky Pik. Together we are rethinking how to deliver these new experiences.” Said Jon Slusser, Partner & Owner of The Famous Group.





Lucky Pik game shows are a perfect solution for companies, lotteries, and gaming organizations to create rewarding moments that are engaging and shareable. Lucky Pik is generated through a virtual platform that can be provided using scratch ticket strategies and second-chance promotions to award cash prizes. The cash prize structures can be customized to fit any budget.

“It is an amazing opportunity to work with The Famous Group in producing a high-quality digital game show that will deliver the WOW factor to reward in a new diverse way.” Said Derek Gwaltney, Founder & CEO of Atlas Experiences.

About Atlas Experiences, LLC: Since its inception in 2019, Atlas Experiences has been focused on crafting once-in-a-lifetime incentive travel programs, digital solutions, and augmented reality promotional elements. All custom incentive travel programs are executed with turnkey services to include destination sourcing, hotel contracting, travel logistics, event support staff, onsite support, marketing creative, private concerts, digital solutions, and guest services. Atlas Experiences integrates innovations that engage and rewards loyalty to organizations, teams, and consumers with unforgettable moments.

About The Famous Group: A Fan Experience Company - Strategy • Creative • Technology. When you inspire and engage a live audience they become fans. For more than 20 years, The Famous Group has created passionate fans for the biggest brands, venues, and events in the world. They begin working with each of their client partners by deeply understanding their brand, their goals, and their audience. They then execute with award-winning creative, rock-solid production and proprietary technology. The Famous Group has been in the experiential business for over 20 years, creating immersive fan experiences for Fortune 500 brands, professional sports events, esports, concerts, festivals, and retail environments. That includes 13 Super Bowls, Nike, the NFL, Live Nation, the NBA finals, Ubisoft, NCAA Final Four, Pepsi, NHL All-Star Weekend, AT&T, and more than 90 professional sports teams and venues.

For More Information:

Derek Gwaltney, Founder & CEO - Atlas Experiences, LLC • 3605 Sandy Plains Road, Suite 240 #486, Marietta, GA 30066 • (Ph) 404.308.2225

