

MEDIA CONTACT

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

FOR IMMEDIATE RELEASE

TEAM USA LOTTERY & GAMING OPPORTUNITIES AVAILABLE FOR 2022 WINTER OLYMPICS

ESGN & EDG OFFERING OMNI-CHANNEL PRODUCTS TO SUPPORT TEAM USA

(June 3, 2021) – With summer just around the corner, Entertainment and Sports Gaming Network LLC (ESGN), EDG and Team USA are already gearing up for cooler months ahead. Their sights are set on providing a variety of lottery products and gaming opportunities across the U.S. ahead of the Olympic and Paralympic Winter Games.

“Now is the time for lotteries to plan programs that will bring the excitement of Team USA’s participation in the Winter Olympic and Paralympic Games to their players,” said Peter Zeytoonjian, Senior Vice President of Consumer Products, U.S. Olympic and Paralympic Properties (USOPP). “We’re creating amazing opportunities for U.S. fans and we’re excited lotteries can now extend experiences through the games they offer to players.”

Available now in the 47 U.S. state lotteries, the program will go live in late October 2021. Lotteries will be able to offer Team USA-themed content on all products – instant scratch tickets, iLottery games, social setting games, and terminal-based instant games. A full style guide featuring approved Team USA logos and imagery, along with example lottery products, will be provided to help with the planning process.

ESGN’s Steve Saferin, lottery veteran and founder of MDI; EDG’s Gene Goldberg, former NFL executive and licensing expert; and Jim Acton, former Massachusetts Lottery Chief of Staff and Vice President at Scientific Games will work closely with Team USA to continue to provide product opportunities to U.S. state lotteries.

ESGN’s Managing Director Steve Saferin said, “We are excited to continue to work with the U.S. Olympic and Paralympic Properties to celebrate and promote Team USA with licensed state lottery programs. Ahead of Team USA’s participation in the Winter Games, we have the time to work with lotteries on game planning and marketing plans that will appeal to their players. Team USA typically enjoys great success at the Winter Games, and Americans closely follow and support those efforts. Lotteries can now take part in this excitement.”

Lotteries interested in participating or learning more should contact Steve Saferin at steve.saferin@gmail.com or Jim Acton at actonjim11@gmail.com.

###