

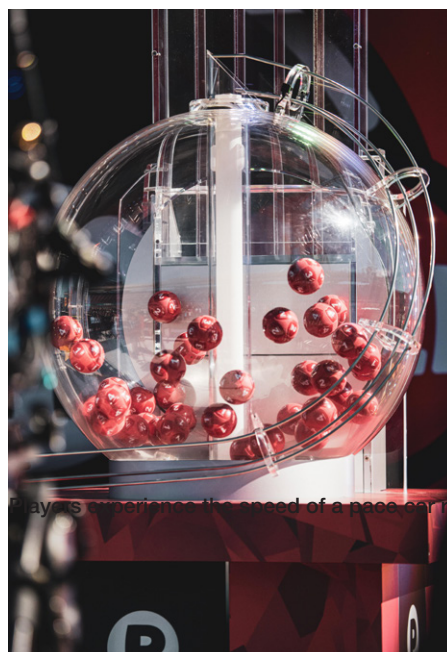
## POWERBALL ELECTRIFIES NASCAR CHAMPIONSHIP WEEKEND WITH \$1 MILLION DRAWING

National Powerball promotion returns for third edition in 2025

**T**he championship dream fueled by Powerball® and NASCAR® has been re-ignited! The two entertainment partners recently announced the NASCAR Powerball

Playoff™ will return for a third edition alongside the 2025 NASCAR season. The national Powerball promotion offers the chance for four lottery players to win an all-expenses paid, VIP trip for two to 2025 NASCAR Championship Weekend™ at Phoenix Raceway®, Oct. 31 – Nov. 2, plus entry into a \$1 million drawing held just before the start of the NASCAR Cup Series Championship Race™.

The \$1 million drawing has quickly become a pinnacle of the



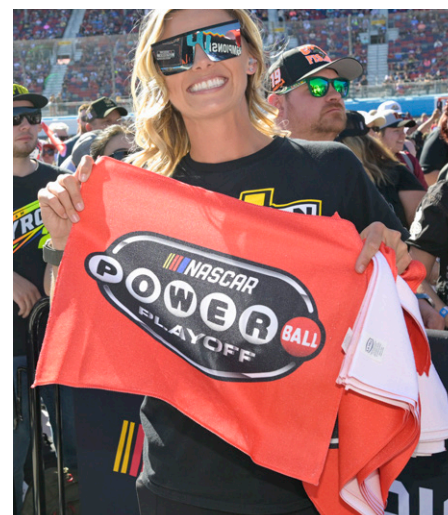
Moments before the drawing, courtesy A. Bannis



Richard Petty and Meagan Lewis



Custom-built Powerball stage



Phoenix Raceway crowd, courtesy E. Rea





Winning moment, courtesy E. Rea



Pace car rides



Pit box tour of RFK Racing



2024 NASCAR Powerball Playoff Champion Meagan Lewis, courtesy E. Rea

Championship pre-race ceremony, bringing a high-energy element to the race day experience. Last November, a custom Powerball stage was built to showcase the drawing from the track's inner crescent. Hundreds of red rally towels were distributed to spectators in the crowd, building anticipation for the big event.

Louisiana Lottery player Meagan Lewis, 47, of New Orleans, was declared the drawing's \$1 million winner in a thrilling finale broadcast live on NBC. Lewis bent over in astonishment when her number was drawn from the machine. "I have no words," said Lewis. "I got 42 text messages by the time I got off the stage!"

Lewis was then congratulated by NASCAR Hall of Famer and racing legend Richard Petty who signed her big check. In a full circle moment, Petty went from congratulating Lewis on her \$1 million win to thanking her, after he learned that she had previously volunteered at Victory Junction – a summer camp founded in honor of his late grandson that serves children with illnesses and medical conditions.

The encounter was one of many highlights from 2024 NASCAR Championship Weekend that wowed the four finalists and their guests.

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Powerball Chair Matt Strawn interviewed at Phoenix Raceway



The three other finalists hailed from the Delaware Lottery, North Carolina Education Lottery and South Carolina Education Lottery. During their time in Phoenix, the Powerball VIPs went for a pace car ride with a professional driver behind the wheel, toured the 23XI racing hauler and RFK Racing pit box, and met drivers Bubba Wallace and Chase Briscoe in the garage. They also enjoyed the races from a hospitality suite and had dedicated, private transportation throughout the trip.

“This is a premier Powerball prize package from start to finish,” said Matt Strawn, Powerball Product Group Chair and Iowa Lottery CEO. “We are ecstatic to have Powerball activate again as the Official Lottery Game of NASCAR. This collaboration plays to the strengths of both brands, creating an unforgettable experience for fans and players alike.”

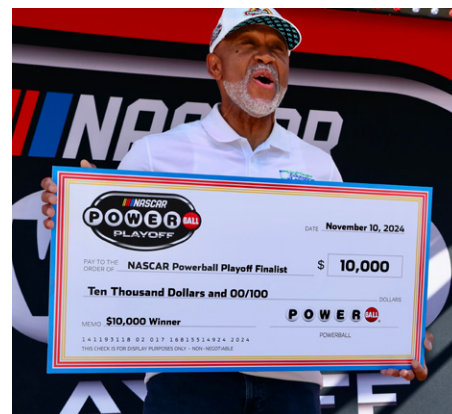
This year, participating lotteries will once again launch in-state promotions throughout the NASCAR regular season, which begins February 16 with the iconic DAYTONA 500, to create a national pool of entrants. These in-state lottery promotions will offer players the chance to qualify for the next \$1 million drawing at 2025 NASCAR Championship Weekend on Nov. 2 at Phoenix Raceway.

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**Photo Courtesies:** Eddie Rea, Phoenix Raceway and Andre Bannis, Diesel Films



Meagan Lewis and her mother, courtesy E. Rea



SC Education Lottery finalist Michael Wells, courtesy E. Rea



Bubba Wallace and Powerball VIPs



Powerball and NASCAR team members with Meagan Lewis, courtesy A. Bannis



NC Education Lottery finalist Beverly Lipford and his wife, courtesy E. Rea



Powerball and NASCAR team members with Meagan Lewis