

# BILLION DOLLAR CHALLENGE™

## *How Sweet It Is*

It was an experience never to be forgotten! In spring 2018, more than 100 lucky lottery winners from 10 U.S. states converged on Las Vegas for the once-in-a-lifetime chance to win up to \$1 billion at the *BILLION DOLLAR CHALLENGE™* Event hosted by Scientific Games.

Winners of their state lottery's second chance *WILLY WONKA GOLDEN TICKET™* linked instant game, the players came from Arkansas, Arizona, Colorado, Georgia, Kentucky, Maine, Michigan, New York, Ohio and Texas. Each won round-trip airfare for two to Las Vegas, deluxe hotel accommodations for four days and three nights, ground transportation and \$1,000 spending money.

### **We are the music makers, we are the dreamers of dreams.**

With true *WILLY WONKA & THE CHOCOLATE FACTORY™* suspense building throughout the evening, the *BILLION DOLLAR CHALLENGE* Event hosted at the LINQ Hotel and Casino was filled with imagination, excitement and those much-desired golden tickets. The event was produced like a game show extravaganza, with celebrity game show host Todd Newton emceeding as players engaged in a high-energy, larger than life 'test your luck' game.

Bright, oversized lollipops, candies, *WONKA™* Bars and golden tickets greeted players as they entered the event. Music filled the room. Cameras flashed as they made their way through the *WILLY WONKA*-themed photo booth.

"We wanted to recreate all the surprising and sweet possibilities the *WILLY WONKA & THE CHOCOLATE FACTORY* brand evokes, and rolled out the golden carpet for these lucky winners and their guests to give them an unforgettable experience at our *BILLION DOLLAR CHALLENGE* Event," says Pam Lee, Vice President, Lottery Linked Games for Scientific Games.

### **Hold your breath. Make a wish. Count to three.**

The journey for the chance to win up to \$1 billion officially started as players took their seats at tables featuring *WILLY WONKA'S* iconic hat with golden tickets emblazoned on each side. On the stage, a large game board glimmered with 105 *WONKA BAR™* envelopes containing prizes. Only five envelopes would reveal golden tickets.

The *WONKA BAR* envelopes were selected by players one-by-one before Todd Newton told players they could open them. The sound of joy was deafening as 105 envelopes were torn open and five lucky players jumped out of their seats upon discovering their golden tickets and advanced to the next round of play – one step closer to the chance at winning up to \$1 billion.

"It was absolutely magical for these lottery winners. Each player not revealing a golden ticket returned home with cash prizes ranging from \$1,000 to \$25,000 and everlasting memories from this amazing experience," shares Lee, who has also headed up lottery winner events including *Deal or No Deal™*, *Wheel of Fortune®*, *The Price is Right® Live*, *\$1 Million Las Vegas Game Show Experience*, *The MONOPOLY™ Experience*, *Warehouse Dash®* and *Jackpot Party®*.









The next round of the *BILLION DOLLAR CHALLENGE* continued with each of the five golden ticket holders selecting a number between one and five. With suspense palpable, the emcee plucked the corresponding *WONKA BAR* from the game board and handed it to each winner. With frenzy, the players dug into their bars to learn if they had the golden ticket to advance to the next round of the game. In a lively second-chance opportunity, the four players who did not advance won the chance to spin the million dollar prize wheel to win up to \$1 million. These lucky four took home prizes ranging from \$42,500 to \$50,000.

### He lived happily ever after.

The one remaining golden ticket holder entered the Billion Dollar Round of play, where five numbered *WILLY WONKA* briefcases were displayed on the stage – only one containing a golden ticket. A lottery drawing machine randomly selected a numbered ball to determine which briefcase would be opened. The entire room fell silent as the emcee reached for the case and opened it. Inside, the golden ticket. The crowd erupted in cheers.

With his golden ticket held tightly, the lucky player from the state of Georgia advanced again in the game. Now 15 *WONKA* briefcases were displayed, one containing a golden ticket and 14 with a 4X multiplier. If he uncovered the golden ticket he would then have to choose between ending his play with \$20 million dollars...or risking it all to advance to the final phase of the game for the chance to play for the \$1 billion grand prize.

As everyone held their breath, the lottery drawing machine selected a briefcase number. The emcee presented it to the player who slowly opened the *WONKA BAR* to reveal the 4X multiplier for a prize of \$2 million dollars.

"The energy and excitement in the room was electric. The nature of this live game show truly made everyone a winner. Incredibly, we had winners cheering for winners," said Lee. "This kind of player experience is like nothing else in the lottery industry, and for those lucky enough to be there it will be remembered for a lifetime."

### Overjoyed, enraptured, entranced...

In some states, lottery players were able to win this amazing experience at the *BILLION DOLLAR CHALLENGE*





Event in Las Vegas by playing *WILLY WONKA Chocolate Tower*, a second-chance game via mobile/web – a digital accompaniment to the *WILLY WONKA GOLDEN TICKET* multi-state linked instant game. *WILLY WONKA Chocolate Tower* takes players on a chocolate-filled adventure to reveal entries into drawings for a chance to win. In other states, players won through a traditional second-chance drawing.

“This was the first time in the U.S. that players had the opportunity to win up to \$1 billion on a second-chance offer,” said Chuck Kline, Senior Vice President, Scientific Games Licensing. We created *WILLY WONKA Chocolate Tower* to help lotteries extend the play value of *WILLY WONKA GOLDEN TICKET*, which launched in March 2017 with 100 million instant tickets produced thus far.

*WILLY WONKA Chocolate Tower* is one of Scientific Games’ latest digital lottery games with prizes – in this case, second-chance entries into the *BILLION DOLLAR CHALLENGE* promotion – scattered throughout game play.

“The second-chance digital game enhances the *WILLY WONKA & THE CHOCOLATE FACTORY* licensed property theme and gives players a very entertaining digital experience that extends the value of instant tickets purchased at retail,” explains Kline.

Ten of the 16 U.S. states offering the *WILLY WONKA GOLDEN TICKET* instant game added the *WILLY WONKA Chocolate Tower* digital second-chance game. The second-chance digital game has been played more than two million times so far, and continues to be a *SCRUMDIDILYUMPTIOUS™* sensation.

“The *BILLION DOLLAR CHALLENGE* is a wonderful creative effort featuring our *WILLY WONKA* licensing portfolio. From a popular slot machine on casino floors to an award-winning instant ‘scratch’ game and a second-chance digital game, we have been able to innovatively entertain players across a variety of gaming platforms,” shares Kline.

In sweet anticipation, lottery players are eagerly awaiting the second *BILLION DOLLAR CHALLENGE* Event coming in spring 2019.

WILLY WONKA & THE CHOCOLATE FACTORY and all related characters and elements  
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from Las Vegas

***BILLION DOLLAR CHALLENGE™***

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Match any of YOUR NUMBERS to any of the WINNING NUMBERS, win PRIZE shown!  
a “\$” symbol, instantly win 50 TIMES the prize shown for that symbol. Get a “\$100” symbol, instantly win \$100!