



## FOR IMMEDIATE RELEASE

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## Illinois Lottery: Turn Up the Pink

### *New Ticket for the Cure Lottery Game Supports the Fight Against Breast Cancer*

**CHICAGO – May 7, 2010** – In recognition of mothers, sisters, friends and daughters across the state, the Illinois Lottery is launching *TurnUpThePink.com Turn Up the Pink*, a microsite that features stories from local survivors and allows players to learn more about how they can fight this disease that effects 1 of 8 women across the nation. This new microsite allows players to learn more about a new “Ticket for the Cure” scratch-off ticket, where 100 percent of the net proceeds support the fight against breast cancer in Illinois.

“We’re Turning Up the Pink with this new site and ticket, in an effort to raise awareness about breast cancer and how it effects all types of people, from all ages and all ethnicities,” said Illinois Lottery Acting Superintendent, Jodie Winnett.

TurnUpThePink.com features testimonials from breast cancer survivors in Illinois, including: Illinois Lottery Acting Superintendant, Jodie Winnett; ABC 7 Chicago traffic anchor, Roz Varon; and *Chicago Sun-Times* columnist, Mary Mitchell. It also provides information on how players can “replay the favor” by turning in \$20 worth of non-winning “Ticket for the Cure” tickets to send a floral bouquet to a loved one, valued at \$30.

With the support of the Illinois Department of Public Health, this Lottery ticket is the seventh “Ticket for the Cure” to go on sale since the inception of the game in January 2006. To date, the game has generated more than \$7.4 million to fund breast cancer research, education and services for breast cancer patients and their families in Illinois.

Breast cancer is the most common cancer among Illinois women. It is estimated 8,800 women in Illinois will develop breast cancer this year, and the disease is estimated to claim the lives of more than 1,900 women.

Early detection is the key to surviving breast cancer. If found early, the five year survival rate for breast cancer is 98 percent, but when detected in later stages, that survival rate drops to 26 percent. Whether it’s in its early stages or late stages, women need help and support to fight breast cancer and funding from the “Ticket for the Cure” Lottery game has allowed many organizations across Illinois to provide that help and support.

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Net revenue from the sale of the “Ticket for the Cure” is used to provide grants to nonprofit organizations to help fund breast cancer research, community education projects and supportive services for women with breast cancer. Nonprofit organizations based in Illinois are eligible to apply for competitive community grants overseen by the “Ticket for the Cure” Advisory Board and the Illinois Department of Public Health, Office of Women's Health. Nonprofit research institutions are eligible to apply for research grants.

The newly designed “Ticket for the Cure” is available at Illinois Lottery retailer locations statewide. Each ticket costs \$2 and offers four top prizes of \$20,000. The odds for this ticket are 1 in 4.58 and gives players three ways to play by matching YOUR NUMBERS to either WINNING NUMBER, get a “\$” symbol to win a prize automatically or get a “10” and win all 10 prizes.

For more information about “Ticket for the Cure” please visit the Illinois Lottery website at [www.illinoislottery.com](http://www.illinoislottery.com) or the microsite at [www.TurnUpThePink.com](http://www.TurnUpThePink.com).

### **Turn Up the Pink! Bouquet**

To send a bouquet to someone special in your life, players must submit 10 (\$20 worth) current non-winning “Ticket for the Cure” scratch-off tickets. In turn, the Illinois Lottery will send the player a FTD gift card—valued at \$30—to use on a Turn Up the Pink floral bouquet (quantities are limited).

Write your name, address, date of birth and phone number on the back of the qualifying non-winning “Ticket for the Cure” scratch-off tickets and send to:

Illinois Lottery’s Turn Up the Pink Bouquet Promotion  
c/o Emmis Communications  
222 Merchandise Mart Plaza, Suite 230  
Chicago, IL 60654

### **About the Illinois Lottery**

Founded in 1974, the Illinois Lottery is a state agency with annual sales more than \$2 billion. Since its inception, the Lottery has contributed more than \$14 billion to the state Common School Fund to assist K-12 public schools. Players must be at least 18 years old. For more information on the Illinois Lottery please visit our website at [www.illinoislottery.com](http://www.illinoislottery.com).

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