

GTECH Printing Gives Players The Ultimate Rock Star Experience

On Thursday, October 28th, GTECH Printing hosted The Ultimate Rock Star Party with Aerosmith! Second chance winners from Colorado, Idaho, Michigan, Montana, New Mexico, Oregon, Ohio, and Rhode Island partied like rock stars with members of America's Greatest Rock & Roll Band – Aerosmith. Included in this amazing grand prize package was a three-day, two-night stay at one of Cleveland's finest hotels, along with a welcome reception, tickets to the Rock & Roll Hall of Fame and Museum, and the night's hottest invitation – a meet and greet with Aerosmith front man, Steven Tyler, and legendary drummer, Joey Kramer. This spectacular event gave new meaning to dreaming big and taking second chances.

Anyone who walked by the Rock & Roll Hall of Fame and Museum in Cleveland, Ohio, on that Thursday night would have been convinced a concert was taking place. Stretching far along the perimeter of the massive glass polygon was a line of fans fervently waiting to gain access. At the front of the line, a heavy-set, intimidating bodyguard refused to let attendees gain access unless they donned a brightly colored V.I.P. badge. The mammoth bodyguard wasn't redeeming concert tickets. He was making sure the fans were proudly displaying the Aerosmith instant game – their ticket to The Ultimate Rock Star Party and this incredible three-day event.

On the eve of The Ultimate Rock Star Party, lottery players, lottery retailers, and lottery personnel from various states checked into the Hyatt Regency Cleveland at the Arcade. To kick off the event, GTECH Printing hosted a Welcome Reception for attendees. Players had the chance to introduce themselves to other winners and share stories of their lottery luck. They engaged in friendly debates over their intense affection for Aerosmith, demonstrating their devotion by displaying one-of-a-kind band memorabilia and revealing Aerosmith-themed tattoos. One winner was so determined to have Steven Tyler sign her foot and have the signature tattooed that she had her tattoo artist on call for an appointment the following night. Another winner shared a poignant story about her battle with cancer and how she rescheduled her surgery for this chance to meet members of her all-time favorite band.

On the day of the party, winners had the opportunity to explore the Rock & Roll Hall of Fame and Museum, enjoy some of Cleveland's culinary delights, and revel in the rich history of one of Ohio's most beloved cities. Many winners capped off their day on the town with a pre-party massage, manicure, or up-do in anticipation of their meet and greet with Aerosmith's Steven Tyler and Joey Kramer.



"When I saw the commercial for the Aerosmith Dream On lottery ticket I tried my best to make sure to buy as many of those tickets as I could. I feel the whole experience from the first night, meeting all of the winners, to the Rock and Roll Hall of Fame party Thursday night was amazing! I thank each and every one of you from the bottom of my heart for making this possible."

Christine McCrone, Ohio Lottery Winner



GTECH Printing employees, along with the Rock & Roll Hall of Fame and Museum, worked hard throughout the day to transform the venue into The Ultimate Rock Star Party environment. Once inside, players were hit with a visual and sensory blast equivalent to a modern rock concert. On the lower level, winners helped themselves to sprawling buffets and enjoyed a cocktail hour where bartenders served the night's signature drink, Sweet Emotion Potion, named after one of Aerosmith's biggest hit songs. Plush couches filled the room, along with centerpieces constructed of Aerosmith instant tickets. GTECH Printing also had artifacts sent in for the party, which included a mechanical hand and giant red cat totem poles used as props during many of Aerosmith's concerts.

After the cocktail hour, winners made their way upstairs to dine at vibrantly colored tables with large guitar-shaped centerpieces and table lamps illuminated by majestically displayed Aerosmith instant games. Aerosmith music pumped out from the speakers and winners watched never-before-seen concert footage on the main screen. The energy in the room was exhilarating and by the end of dinner, the anticipation had reached its peak. Players were chanting "Aerosmith," pounding their fists, and hollering for Steven and Joey.

Just when it seemed that players were going to storm the stage, Ross Dalton, President of GTECH Printing, entered the room. He boomed, "Are you having fun yet?" The crowd exploded with a resounding "Yeah!" Dalton continued, "We're about to take this party to another level," and cheers filled the room. Then, Tyler and Kramer took the stage and the crowd went wild.

Tyler and Kramer gave players the chance to ask questions. Players inquired about Steven Tyler's new gig on American Idol and Joey Kramer's picks for his top rock influences. To top off this once-in-a-lifetime prize, Steven and Joey interacted with players, shaking hands, posing for pictures, and even autographing one lucky winner's foot!

"What an incredible trip you planned for us who won our local State Lottery Second Chance drawings! I still get tears in my eyes when looking back at that special night. I remember saying 'these things just don't happen to normal people like us... but it did!' Everywhere we went we were greeted and taken care of by the outstanding employees from your company! What an INCREDIBLE memory of a lifetime!"

Karie Oswalt, Oregon Lottery Winner

When Tyler belted out a line from "Dream On," one of the band's greatest hits, he proved to winners just how much their experience resonated with Aerosmith. "You've got to lose to know how to win," sang Tyler. "Dream On" was the theme carried throughout the Aerosmith promotion, and one that showed lottery players that a non-winning ticket could in fact be a dream come true.

Winners stayed to celebrate long after Aerosmith left the building, basking in the glory of spending an evening with two of rock and roll's most legendary icons. For the staff of GTECH Printing, the night was equally as powerful. Not only did it symbolize the harmonious culmination of months of hard work, it also served as a preview of what's in store for the future. GTECH Printing is prepared and ready to rock players for years to come.

To check out all of the photos of this incredible event, log on to www.gtechprinting.com.

