

New York Lottery's Latest Innovation Brings Players INTO the Game

Champions of Cash instant game immerses players into their favorite sports, competing in 3-D 360 degree Augmented Reality for up to \$25,000 cash and prizes

The New York Lottery announced today its latest innovative, 3-dimensional instant game that brings players into their favorite sports with the chance to win \$25,000 and additional prizes.

The \$2 *Champions of Cash* instant game, when used in conjunction with the free NY Lottery 3D mobile app, allows the player to virtually sink a jump shot in basketball mode or deliver strikes to a batter in baseball mode – just in time for the NCAA college basketball finals and baseball's opening days in early April.

The game underscores the New York Lottery's commitment to innovative entertainment for its players through state-of-the-art technology.

"The New York Lottery's *Champions of Cash* game is the ultimate invitation to play," said Gweneth Dean, Director of the Division of the New York Lottery. "The chance to win thousands of dollars through next-level 3-D virtual reality and exciting sports action gives our players unique experiences they can't get anywhere else in the country. We are proud of this effort that redefines the traditional scratch-off ticket."

To become immersed in the *Champions of Cash* game, players simply need to download the free NY Lottery 3D mobile app ([iTunes](#) or [Google Play](#)) and then scratch to reveal the special barcode on their \$2 ticket, available for purchase at more than 14,500 retailers across the state. They may then choose their sport – initially basketball or baseball, with football and soccer becoming available later in April.

In the basketball game, players will be surrounded by a 3D basketball court on their smartphone. Players then move their player across the court and then tap the basketball to shoot and reveal potential cash prizes and experience points. In the baseball option, players step to the mound and deliver three pitches reveal any cash prizes and experience points.

Champions of Cash will also feature a leaderboard via the app, so players can keep track of their experience points with the ultimate leader taking home additional non-monetary prizes. Players can share news of their winnings on social networks directly through the app.

Players may also play *Champions of Cash* as a traditional scratch-off. The end result is the same regardless of whether or not the individual plays the game in 3D or in the traditional scratch-off way. [Players collect winnings by presenting the ticket to a New York Lottery retailer or customer service center.](#)

[The NY Lottery 3D app is available through Google Play for Android devices and the App Store for Apple devices.](#) For more information, contest rules, and the latest updates, please visit [NYLottery3D.com](#) or follow @NewYorkLottery on [Facebook](#), [Twitter](#) and [YouTube](#).

Images and videos may be found [here](#).

This innovative 3D technology is licensed to the NY Lottery exclusively through [IGT Global Solutions Corporation](#) and powered by [Paymaxx](#).

Champions of Cash Frequently Asked Questions

What are you announcing?

With *Champions of Cash*, your scratch-off lottery ticket turns into an augmented reality experience where you can play the game in 3D on your smartphone and it comes to life right before your eyes. The ticket can also be played the traditional way by scratching off the latex. Visit NYLottery3D.com to learn more about the game.

How much does a *Champions of Cash* scratch-off ticket cost?

\$2 for the chance to scratch or swipe your way to winning up to \$25,000.

How much can I win?

You can win anywhere from \$2 to \$25,000 per ticket. Even a non-winning card gives players the chance to earn Experience Points and compete on a leaderboard.

How do I redeem my cash prize?

Cash prizes won on *Champions of Cash* must be redeemed at a New York Lottery retailer or at New York Lottery Customer Service Centers, depending upon the size of the prize. Refer to NYLottery3D.com for detailed claim instructions.

Where can I buy one?

You can purchase a *Champions of Cash* ticket in any of the 14,500 New York Lottery retailers across the state who sell scratch-off games.

How much does the app cost?

The NY Lottery 3D app is free to download.

How can I download the app?

The app can be downloaded from Google Play and the App store, and is accessible through NYLottery3D.com.

How do I play it?

Each ticket offers two ways to play: traditional scratch-off and the new 3D experience. Visit NYLottery3D.com to learn more about *Champions of Cash*.

To play in 3D, you just need to follow five steps:

- STEP 1. Download the NY Lottery 3D app
- STEP 2. Purchase a *Champions of Cash* ticket at retail
- STEP 3. Scratch to reveal the code on the top half of the ticket
- STEP 4. Open the app and swipe to select the sport you'd like to play
- STEP 5. Scan the code to launch the 3D sports experience and play to reveal your prize

Can I play more than once?

Each ticket purchased provides one play experience – either traditional scratch or 3D – to reveal prizes or Experience Points won.

How do the winnings work?

Players receive the same results and winnings whether they've scratched the ticket's game area or played the ticket in 3D on their smart phone.

Can I play *Champions of Cash* without buying a ticket?

No, a ticket must be purchased at a New York Lottery retailer in order to play the game.

Can I share my winning experience?

Yes! Winnings can be captured and shared to social networks directly through the app. When using the app, gameplay can also be posted to social networks directly through the app.

Can I choose the sport I want to play?

When the app is opened, players have the opportunity to select the sport they wish to play. At launch, players can choose basketball or baseball. Football will be added on 4/11 and Soccer will be added on 4/25.

Are there other New York Lottery scratch-off games I can play in 3D?

Champions of Cash is the second 3D game available from the New York Lottery. *Gold Castle*, which was launched in July 2016, can also be played in 3D as long as the game is available for sale.

What if I don't live in New York?

Non-New York residents can play the game, but tickets must be purchased in New York State.

Is this online gambling?

No. It's an evolution of a new way to play a single scratch-off ticket.

How old do I have to be to play *Champions of Cash*?

Per New York State law, players must be 18 years or older to purchase lottery tickets.

What is the leaderboard?

The *Champions of Cash* Leaderboard is where users can see how they stack up against other players, organized by weekly and overall score. Experience Points are awarded with every ticket purchased, so players always get the chance to 'move the ball forward'.

Is the leaderboard for one game or all NY Lottery 3D games?

The leaderboard accumulates points for the *Champions of Cash* and *Gold Castle* NY Lottery 3D games.

When does the leaderboard reset every week?

The weekly leaderboard resets every Sunday 12:00 a.m. Eastern Standard Time.

What prizes will be available for scoring on the leaderboard(s)?

Prizes may vary, but the current prize is an iPad mini. Refer to contest rules on www.NYLottery3D.com.

How do I redeem my leaderboard contest prize?

Once players meet the prize goal, clicking 'claim' will begin the redemption process. All prizes will be mailed to the address players provide in the redemption process. Players must be logged in with Facebook to redeem any contest prize.

Do I have to buy a ticket to receive Experience Points?

Yes. To play the game and accumulate Experience Points, players have to buy a *Champions of Cash* scratch-off ticket. Additionally, players receive 100 bonus points for downloading the NY Lottery 3D App.