

FOR IMMEDIATE RELEASE

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Mississippi Lottery Corporation Seeks Advertising Services

JACKSON, MISS. – As excitement builds around the launch of the lottery, the Mississippi Lottery Corporation (MLC) has issued a request for proposal (RFP) for advertising and related services.

The RFPs focus on identifying agencies with advertising and integrated marketing experience that can drive brand building, media planning/buying and other creative services.

“Our objective is to have a qualified advertising agency bring our company to life in the public eye,” said Tom Shaheen, MLC president. “Having an ad agency experienced in brand building and strategic marketing efforts brings us one step closer to our anticipated launch date of selling scratch-off tickets by December 1.

“Mississippians are ready,” continued Shaheen. “We are looking forward to providing them the opportunity to play lottery games for the first time in Mississippi, while focusing on our mission-assisting with infrastructure and educational needs.”

Applicants

This RFP invites interested agencies to submit qualifications to provide services as set forth in this RFP.

To access the RFPs, please visit www.mslotteryhome.com. Proposals are due by August 22, 2019.

The Mississippi Lottery Corporation (MLC) was created in 2018 upon passage of the Alyce G. Clarke Mississippi Lottery Law, [Senate Bill 2001](#). Governor Phil Bryant appointed the five-member Board of Directors on October 19, 2018, with the goal of having the first lottery tickets on sale during the fourth quarter of 2019. The MLC is a legislatively created corporation. Visit us online at www.mslotteryhome.com.

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