



FOR IMMEDIATE RELEASE

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Mississippi Lottery Corporation Selects Advertising and Marketing Firm

JACKSON, MISS. – The Mississippi Lottery Corporation (MLC) today hired an innovative and creative advertising and marketing firm to bolster the lottery’s reach throughout the state.

Maris, West and Baker (MWB) is a Jackson-based firm with a broad portfolio of artistic capabilities, branding experience, strategic knowledge and advertising experience.

“We are ready for them to become a partner with us in this historic venture of starting Mississippi’s lottery,” said MLC President Tom Shaheen. “With their skillset, I am confident they will be able to help us grow the company and reach our audiences through exciting avenues.”

MWB will manage media purchases, assist in branding and create digital, video and audio advertising to assist the MLC’s drive of sales through the use of traditional and non-traditional outlets. They will work directly with the MLC Director of Marketing in decision making.

“MWB is honored to have been chosen to be the advertising/marketing partner of the Mississippi Lottery Corporation to help launch our state's first lottery,” said MWB President/CEO Tim Mask. “We are excited to help support an organization that will have a positive impact on Mississippi's infrastructure and education system.”

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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