



**For Immediate Release**  
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**Colorado Lottery, ETHDenver & IGT Announce First Ever \$17,500 GameJam  
for New Lottery Games**

*In partnership with ETHDenver, the Colorado Lottery and IGT are hosting a GameJam July 31- Aug. 9 to prototype fun, fresh, interactive games of chance that can be played in restaurants and bars throughout Colorado.*

Denver, CO -- ETHDenver announced today that it has partnered with the Colorado Lottery and IGT to host a GameJam, an event similar to a hackathon, where participants create and submit collaborative computer programming projects in exchange for monetary prizes. This is the first time a state lottery has partnered with the Web3 community to collaborate with the public sector on a prototype for a new game of chance. Participants from anywhere in the world are invited to the GameJam to create a new game designed to be played in restaurants and bars throughout Colorado alongside classic games like Keno. The event will run from July 31- Aug. 9, 2020.

The Colorado Lottery is reimagining its game offerings to appeal to a broad and diverse group of Coloradans. By adding more product lines that reach more players, the Lottery can continue to provide and grow funding for outdoor recreation, land conservation and schools in Colorado in a responsible manner.

“Colorado has evolved into a hub of technology and innovation, and the Colorado Lottery’s first ever build-a-thon is yet another example of this,” said Tom Seaver, director of the Colorado Lottery. “Public/private partnerships are vital to the state’s ability to deliver new and innovative technology to the public -- the Lottery’s upcoming GameJam is yet another way the State of Colorado can leverage these critical relationships to better serve the public.”

Says John Paller, Executive Steward and Founder of ETHDenver, “This is the first time a collaboration of this nature between the public sector, private sector and our global Web3 community has partnered for a gaming innovation. Using a global community for creating and vetting ideas and letting anyone participate in creating what may ultimately be a new Colorado Lottery product, is a great step forward for Colorado’s technology community. The State of Colorado was the first government to sponsor a hackathon track nationally at the ETHDenver BUIDLathon in February 2020, and we’re excited to continue building the public infrastructure of Colorado’s technology community with the Colorado Lottery and IGT.”

\$17,500 in code payouts will be delivered to the top three teams of the Colorado Lottery GameJam, who will be judged based on presentation, creativity and technology innovation. The payout allocation will be as follows:





- 1st Place - \$10,000,
- 2nd Place - \$5,000,
- 3rd Place - \$2,500.

The Colorado Lottery GameJam will kick-off with a virtual opening ceremony on Friday, July 31 at 6 p.m. MDT, where Colorado Lottery, ETHDenver and IGT will discuss the inspiration for the GameJam, what they're looking for in submissions, and to highlight their excitement with getting the community increasingly involved in developing future technology in Colorado.

To register today and get involved, visit: <http://jams.gamejolt.io/colotterygamejam>.

### **About ETHDenver**

ETHDenver is the world's largest annual web3 #BUIDLathon and Community Gathering. The 2020 event took place February 14-16 in Denver, Colorado and hosted 2450+ blockchain enthusiasts, developers and community members from 73 countries and 48 U.S. states. To learn more about ETHDenver, visit [ethdenver.com](http://ethdenver.com).

### **About Colorado Lottery**

Since 1983, the Colorado Lottery has returned more than \$3.5 billion to outdoor projects through Great Outdoors Colorado, the Conservation Trust Fund, and Colorado Parks & Wildlife. Proceeds from sales of Colorado Lottery games – Scratch, Powerball, Mega Millions, Colorado Lotto+, Lucky for Life, Cash 5, and Pick 3 – enhance, protect, improve parks, trails, and open space in Colorado. For more information, visit [coloradolottery.com](http://coloradolottery.com).

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