

## **ATLAS EXPERIENCES AND MARTINA MCBRIDE ANNOUNCE EXCLUSIVE PARTNERSHIP FOR *LADY LUCK – WOMEN IN COUNTRY MUSIC***

A NORTH AMERICAN LOTTERY SECOND-CHANCE PROMOTION

**Roswell, GA | July 17, 2023** – Atlas Experiences (“Atlas”) and Martina McBride (“Martina”) are thrilled to announce their exclusive partnership to bring a multi-jurisdictional omnichannel promotion, *Lady Luck – Women in Country Music*, to North American lotteries. This groundbreaking second-chance promotion offers lottery players across participating jurisdictions the chance to win an exclusive private concert experience with Country Music Legend Martina McBride at the enchanting Dollywood's DreamMore Resort & Spa. In addition to the concert experience, players will also have the opportunity to win a grand prize of \$500,000, personally awarded by Martina herself.

The *Lady Luck – Women in Country Music* promotion is designed to be flexible and can be offered by participating lotteries at any ticket price, on any type of game, whether it's an instant ticket, draw game, eInstant, or Fast Play. Atlas has worked diligently to ensure that this promotion surprises and delights lottery players throughout their journey. The private concert event, scheduled for early 2025, will feature a 90-minute performance by Martina McBride, accompanied by a yet-to-be-announced spotlight artist.



"It's an amazing opportunity to continue our North American lottery second-chance programs with an iconic country artist like Martina McBride. I'm especially looking forward to introducing a young up-and-coming country artist to lottery and music fans to augment the promotion and truly celebrate *Lady Luck* and women in country music." Stated Derek Gwaltney, Founder & CEO of Atlas Experiences.

The *Lady Luck* promotion includes several incredible winning opportunities for participants. Martina will host 20 lucky guests with an exclusive meet & greet prior to the concert. During the show, \$10,000 winners will be announced at the beginning, with at least one guaranteed winner for every participating lottery jurisdiction. The highlight of the event will be when Martina awards one fortunate player the grand prize of \$500,000.

To enhance the winning experience, the program incorporates a variety of activities to ensure that players have a unique and unforgettable time. Martina will announce the featured artist on site, creating anticipation and excitement among participants as they prepare to enjoy a private concert and reception with this rising female country artist.



Winners will also receive an exclusive Lady Luck merchandise prize pack and Dollywood passes.

Martina expressed her enthusiasm for the partnership, saying, "I'm so excited to partner with Atlas Experiences to bring the Lady Luck – Women in Country Music promotion to lotteries and their players across North America. This is an amazing opportunity to give back to my fans, country music, and lottery players in 2025."

Atlas has developed an integrated marketing strategy to generate awareness and engagement with fans and lottery players. Participating lotteries will receive a variety of talent assets, including a 30-second TV spot, radio spot, augmented reality activation, point-of-sale support, social media posts, custom merchandise prizes, and a personalized promotional message directly from Martina. These promotional elements are designed to generate national awareness and make this the most successful promotional program ever.

The Lady Luck – Women in Country Music promotion promises to be an unforgettable experience for lottery players, offering the chance to enjoy an exclusive concert with Martina McBride, win exciting prizes, and celebrate the accomplishments of women in country music. Stay tuned for further updates and announcements about this extraordinary collaboration between Atlas Experiences and Martina McBride.



**About Atlas Experiences, LLC:** Atlas Experiences is an incentive travel company specializing in once-in-a-lifetime events, programs, and promotions. Focused on crafting custom incentive travel programs and second-chance promotions that drive engagement. Delivering turnkey services to included promotion design, marketing strategies, destination sourcing, hotel contracting, travel logistics, event support staff, onsite logistics, social creative content, private concerts, custom merchandise, and guest services. Atlas Experiences integrates innovations that engage consumers and rewards loyalty to your brand, organizations, or teams with unforgettable moments.

**About Martina McBride:** Multiple Grammy® nominee [Martina McBride](#) has sold over 23 million albums to date, which includes 20 Top 10 singles and six #1 hits. [Martina McBride](#) has earned more than 15 major music awards, including four wins for Female Vocalist of the Year from the Country Music Association and won three Academy of Country Music for Top Female Vocalist. Martina has been awarded 14 Gold Records. Nine Platinum honors, three Double Platinum Records, and two Triple Platinum Awards. Martina was awarded the Covenant House Beacon of Hope Award and Music Business Association's prestigious 2015 Harry Chapin Memorial Humanitarian Award for her philanthropic efforts on behalf of domestic violence. In 2019 Martina was honored with the [Cliffie Stone](#) Icon Award at the ACM Honors event for her impactful contributions to country music. Martina has released two cookbooks – the first, *Around the Table*, a full-color illustrated collection of her favorite recipes, hosting tips, practical menu planning advice, and themed décor inspiration. She released her second book, *Martina's Kitchen Mix: My Recipe Playlist for Real Life*, in October 2018. In 2021 Martina unveiled her first exhibit in the Country Music Hall of Fame and Museum. The exhibit, titled "The Power of Her Voice", was recently extended for an additional year and will run through August 2023.

**For More Information:**

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