

**FOR IMMEDIATE RELEASE**

**Living Lucky with Luke Combs Promotion Culminates in a Night of Unforgettable Wins, Star-Studded Performances, and Lottery Magic at the iconic Ryman Auditorium, Mother Church of Country Music.**



**Nashville, TN, February 7, 2024** – The Living Lucky with Luke Combs Promotion, curated by Atlas Experiences in collaboration with 19 North American lottery jurisdictions, concluded with a musical celebration at the iconic Ryman Auditorium in Nashville, TN.

Atlas's partnership with superstar Luke Combs elevated the experiential prizing landscape to unprecedented heights, featuring a private concert by Luke Combs exclusively for his lottery fans.

The stage was set at The Ryman as multiple \$10,000 cash prizes were awarded, accompanied by performances by The Castellows and Luke Combs. The grand finale saw Combs personally present the life changing \$500,000 grand prize to one lucky winner. The energy in the room was electric as winners embraced the excitement of their winnings.

"It was a blast to be part of this epic night – not to mention, giving away \$500,000 to a lucky fan! Man, it's an honor to have had my own scratch tickets, all thanks to the fans, lotteries, Atlas Experiences, and everyone involved!" said Luke Combs.

Several lotteries had representatives onsite to witness the magic firsthand, including the Director of the Wisconsin Lottery and NASPL President, Cindy Polzin. Director Polzin shared her enthusiasm stating, "The Living Lucky with Luke Combs event showcased the powerful connection between music and lottery, creating an unparalleled experience for our lottery winners and reinforcing the potential for innovative collaborations in our industry."

The Living Lucky with Luke Combs event showcased the perfect marriage of experiential music events and lottery excitement. The synergy between the two created an atmosphere of unparalleled joy and engagement.

CEO of Atlas Experiences, Derek Gwaltney expressed his commitment to bringing this level of excitement, engagement, and loyalty to the lottery industry going forward. "We aren't taking our foot off the gas. The success of Living Lucky with Luke Combs has fueled our dedication to elevating the lottery experience for players across the board."

As Living Lucky with Luke Combs Promotion comes to a close, Atlas Experiences is already gearing up for the next thrilling chapter – Lady Luck Women and Country Music Featuring Martina McBride. Lotteries interested in delivering this level of excitement to their players are encouraged to reach out for more information.

Atlas Experiences extends a sincere thank you to all involved in making this promotion a resounding success – the participating lotteries, the incredible talent of Luke Combs and, and, most importantly, the lottery winners who brought the event to life with their graciousness and enthusiasm. Special thanks also goes to The Ryman for being the perfect backdrop to this extraordinary celebration.

For further inquiries, please contact Derek Gwaltney.

### **About Atlas Experiences, LLC**

Atlas Experiences is a trusted partner in the world of lottery and incentive travel, specializing in curating once-in-a-lifetime events, programs, and promotions that leave lasting impressions. Atlas is dedicated to crafting second-chance lottery promotions and custom incentive travel programs that drive engagement and build meaningful connections. From promotion design and marketing strategies to destination sourcing, travel logistics, onsite coordination, social creative content, private concerts, custom merchandise, and guest services, Atlas handles it all with precision and expertise. For more information on how Atlas Experiences can elevate your brand and leave a lasting impression on your audience, please visit our website at [www.atlasexperiences.com](http://www.atlasexperiences.com)

### **About Luke Combs**

Country superstar and 2x CMA Entertainer of the Year Luke Combs is a multi-platinum, award-winning artist from Asheville, NC. Adding to his already monumental career, Combs performed an unforgettable duet of "Fast Car" with Tracy Chapman at the 66th Annual Grammy Awards. Combs continues to achieve massive success with his version of "Fast Car," as it won Single of the Year at the 2023 CMA Awards, spent five-consecutive weeks atop Billboard's Country Airplay chart and reached #1 on the Hot AC chart, the first song by a male solo artist to ever top both the Hot AC and Country charts. The 2x Platinum single, which has garnered over 700 million global streams to date, has also spent eighteen weeks in the top 5 of Billboard's all-genre Hot 100 chart, eight of which were spent at #2. "Fast Car" is featured on Combs' latest album, Gettin' Old—a companion to his acclaimed 2022 record, Growin' Up. Produced by Combs, Chip Matthews and Jonathan Singleton, Gettin' Old further establishes Combs as one of music's most authentic and powerful voices. Receiving widespread critical attention, Combs recently spoke with Esquire, who calls him, "the best country singer of his generation," while Billboard declares, "his electrifying-yet-earthy voice soundtracking this time in his life as a husband, father and entertainer at the top of his game." Known for his electric live performances, Combs will embark on his "Growin' Up and Gettin' Old" U.S. stadium tour this spring, which includes back-to-back nights at Los Angeles' So-Fi Stadium and East Rutherford's MetLife Stadium and sold over a million tickets the first weekend on-sale. The upcoming dates follow the 9x CMA, 3x ACM and 3x Billboard Music Award-winner's record-breaking World Tour, which was the largest tour ever for a country artist and wrapped this past fall.

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