

WINNER PUBLICITY POLICY

	Policy Type	CEO	Version #	2
	Policy #	O - 217	Version Date	October 7, 2025
NOTHING CONTAINED IN THIS POLICY IS INTENDED TO CREATE A CONTRACT OF EMPLOYMENT, EXPRESS OR IMPLIED, OR TO ALTER THE AT-WILL NATURE OF EMPLOYMENT. The NMLA, Lottery, or Authority refer to the New Mexico Lottery Authority, established and operated pursuant to the New Mexico Lottery Act, NMSA 1978, Sections 6-24-1 through 6-24-34, as may be amended from time to time. The NMLA Chief Executive Officer (CEO) or designee may approve exceptions to this policy.				

Requests for Public Information: Among other laws pertaining to requests for public information, the Lottery is subject to the New Mexico Inspection of Public Records Act (NMSA 1978, Chapter 14, Article 2) and is required to release information regarding winners when requested. NMLA policy limits the release of information to the winner's name, city of residence, and prize amount.

Prize Amounts: Prizes exceeding \$600 must be claimed at the NMLA Claims Center or by mail with a claim form supplied by an NMLA retailer or downloaded from the NMLA website. Prizes of \$100,000 or more must be claimed in person at the NMLA Claims Center.

Winner Publicity: The NMLA may post a winner's name, city of residence, game played, prize amount won, and a photo of the winner, when available, on the NMLA website. For large prizes, at the NMLA's discretion, the NMLA may prepare a news release that includes the winner's name, city of residence, prize amount, game played, name of the retail location that sold the winning ticket, and any interesting anecdotes disclosed by the winner. The news release may be distributed to media locally, statewide, or nationwide with the winner's photo, when available. The news release may also be posted to the winner's page and news release page on the NMLA website.

Additional Uses of Information: The same winner information previously described may be used in other forms of marketing and/or communications including, but not limited to, television, radio, print, collateral materials, and outdoor advertising.

Winner Notification: Players will be informed of these procedures when they present their claim of a winning ticket. By signing the claim form, they acknowledge their understanding of the use of the information on the claim form to comply with inspection of public records requests and to promote the NMLA.

Photos: The NMLA may attempt to obtain a photo of a winner for use in various formats to increase winner awareness. Lottery winners may choose not to have their photo taken.

Exceptions: Exceptions to this policy may be made for security-related concerns and are at the sole discretion of the CEO or the Executive Vice President for Security. Winners who wish to remain anonymous must submit their requests for anonymity in writing when they claim their prize. The request must outline specific conditions that explain the request for anonymity.

Confidentiality: The Inspection of Public Records Act, the New Mexico Lottery Act, and this policy do not necessarily contain provisions that authorize the NMLA to withhold information upon request. The NMLA will not promise or commit to keeping information confidential or to indefinitely withhold information.