

What's Up Interactive Launches Second Microsite for Georgia Lottery

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Atlanta interactive marketing agency What's Up Interactive has launched the second microsite for Georgia Lottery Corporation, [PlayFalconsLottery.com](#). The site is a hub for the instant game's second chance drawings, offering prizes like a VIP suite at the Georgia Dome for an Atlanta Falcons game, or an AirTran Airways flight to a Falcons away game for 10.

Designed to reflect the excitement of the large cash rewards and extravagant second chance drawing prizes, [PlayFalconsLottery.com](#) is the second project What's Up has launched for Georgia Lottery since their partnership began this summer.

"This is a game-changer," says Richard Warner, CEO of What's Up. "The prizes are incredible, you've got three of the most powerful brands in Georgia and players are going to have a lot of fun! We're proud to be a part of the action."

The first microsite What's Up designed and developed for Georgia Lottery was [www.sitandwingames.com](#): the online portal for their new roster of games that can be played at select social establishments around the state. The site features interactive How to Play and How to Win tutorials for Deal or No Deal, Lucky Dough, and Rolling Jackpot, a retailer locator and calendar of events.

"Our Atlanta Falcons \$500,000 Touchdown instant game and the corresponding second chance drawings are great fun for football fans and lottery players," said Georgia Lottery President and CEO Margaret DeFrancisco. "As with all of our games, the ultimate winners are the students of Georgia. Every dollar we raise benefits lottery-funded Pre-K and HOPE Scholarships."

What's Up is now in the process of designing and developing a new and refreshed [GaLottery.com](#), slated to go live this winter.

About What's Up Interactive

What's Up Interactive is a relationship-driven interactive marketing agency dedicated to growing our customers' businesses. What's Up delivers creative Web site design, development and technology; multimedia solutions including video and podcast production and innovative search and social media marketing. Our clients include The Coca-Cola Co., Georgia Lottery, Georgia Aquarium, and Fox Television Stations, among many others. To learn more, please visit [www.whatsup.com](#), and follow us on twitter here: [www.twitter.com/whatsupdotcom](#).

About the Georgia Lottery Corporation

Since its first year, the Georgia Lottery Corporation has returned more than \$11 billion to the state of Georgia for education. All Georgia Lottery profits go to pay for specific educational programs including Georgia's HOPE Scholarship Program and Georgia's Pre-K Program. More than 1.1 million students have received HOPE, and more than 940,000 4-year-olds have attended the statewide, voluntary prekindergarten program. For more information, please visit the Media Center on the Georgia Lottery Web site at: www.galottery.com

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