



INDEPENDENT LOTTERY RESEARCH

**FOR IMMEDIATE RELEASE**

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**“This was the best lottery conference I've been to.”  
Jay Young, Former CEO DC Lottery**

**INDEPENDENT LOTTERY RESEARCH ANNOUNCES 5<sup>TH</sup> ANNUAL RESEARCH CAMP**

*July 15<sup>th</sup> & 16<sup>th</sup> Camp to concentrate on reaching young adults*

CHICAGO, IL (Apr. 14, 2010) - Independent Lottery Research (ILR), an independent market research company that works with lotteries and lottery vendors worldwide, has announced the dates for its fifth annual Research Camp. The camp will be held July 15<sup>th</sup> and 16<sup>th</sup>, 2010 in downtown Chicago. ILR's Research Camp has attracted a wide range of people interested in the lottery industry including attendees from 14 lotteries and a number of private companies from Asia, Europe and the Americas. The camp provides lotteries, lottery vendors, advertising agencies and government officials the opportunity to better understand issues affecting the lottery industry.

This year's camp will be held over a two-day period and will concentrate on understanding the potential of the emerging lottery market.

Topics to be covered are:

- ILR's annual survey of the state of lottery customer
- Effective use of media among emerging markets
- Using creative and POP to effectively reach emerging markets
- Using games and prizes to attract emerging markets to play
- Brand image and effectiveness by demographic

Sessions will be led by industry experts and are conducive to active audience give-and-take. Campers will watch the Cubs game Thursday night from one of Wrigley Field's famous rooftops.

For more information about Research Camp including full schedule and registration, please visit [www.ilresearch.com/camp](http://www.ilresearch.com/camp) or call Sarah Monks at 312-321-8177.

#### About Independent Lottery Research

Independent Lottery Research provides a breadth and depth of lottery specific marketing and research experience to all sectors of the lottery industry in the United States and worldwide. To learn more about Independent Lottery Research, please visit [www.ilresearch.com](http://www.ilresearch.com).

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