

GTECH Printing Gives Players The Ultimate Rock Star Experience

On Thursday, October 28th, GTECH Printing hosted The Ultimate Rock Star Party with Aerosmith! Second chance winners from Colorado, Idaho, Michigan, Montana, New Mexico, Oregon, Ohio, and Rhode Island partied like rock stars with members of America's Greatest Rock & Roll Band – Aerosmith. Included in this amazing grand prize package was a three-day, two-night stay at one of Cleveland's finest hotels, along with a welcome reception, tickets to the Rock & Roll Hall of Fame and Museum, and the night's hottest invitation – a meet and greet with Aerosmith front man, Steven Tyler, and legendary drummer, Joey Kramer. This spectacular event gave new meaning to dreaming big and taking second chances.

Anyone who walked by the Rock & Roll Hall of Fame and Museum in Cleveland, Ohio, on that Thursday night would have been convinced a concert was taking place. Stretching far along the perimeter of the massive glass polygon was a line of fans fervently waiting to gain access. At the front of the line, a heavy-set, intimidating bodyguard refused to let attendees gain access unless they donned a brightly colored V.I.P. badge. The mammoth bodyguard wasn't redeeming concert tickets. He was making sure the fans were proudly displaying the Aerosmith instant game – their ticket to The Ultimate Rock Star Party and this incredible three-day event.

On the eve of The Ultimate Rock Star Party, lottery players, lottery retailers, and lottery personnel from various states checked into the Hyatt Regency Cleveland at the Arcade. To kick off the event, GTECH Printing hosted a Welcome Reception for attendees. Players had the chance to introduce themselves to other winners and share stories of their lottery luck. They engaged in friendly debates over their intense affection for Aerosmith, demonstrating their devotion by displaying one-of-a-kind band memorabilia and revealing Aerosmith-themed tattoos. One winner was so determined to have Steven Tyler sign her foot and have the signature tattooed that she had her tattoo artist on call for an appointment the following night. Another winner shared a poignant story about her battle with cancer and how she rescheduled her surgery for this chance to meet members of her all-time favorite band.

On the day of the party, winners had the opportunity to explore the Rock & Roll Hall of Fame and Museum, enjoy some of Cleveland's culinary delights, and revel in the rich history of one of Ohio's most beloved cities. Many winners capped off their day on the town with a pre-party massage, manicure, or up-do in anticipation of their meet and greet with Aerosmith's Steven Tyler and Joey Kramer.



"When I saw the commercial for the Aerosmith Dream On lottery ticket I tried my best to make sure to buy as many of those tickets as I could. I feel the whole experience from the first night, meeting all of the winners, to the Rock and Roll Hall of Fame party Thursday night was amazing! I thank each and every one of you from the bottom of my heart for making this possible."

Christine McCrone, Ohio Lottery Winner



GTECH Printing employees, along with the Rock & Roll Hall of Fame and Museum, worked hard throughout the day to transform the venue into The Ultimate Rock Star Party environment. Once inside, players were hit with a visual and sensory blast equivalent to a modern rock concert. On the lower level, winners helped themselves to sprawling buffets and enjoyed a cocktail hour where bartenders served the night's signature drink, Sweet Emotion Potion, named after one of Aerosmith's biggest hit songs. Plush couches filled the room, along with centerpieces constructed of Aerosmith instant tickets. GTECH Printing also had artifacts sent in for the party, which included a mechanical hand and giant red cat totem poles used as props during many of Aerosmith's concerts.

After the cocktail hour, winners made their way upstairs to dine at vibrantly colored tables with large guitar-shaped centerpieces and table lamps illuminated by majestically displayed Aerosmith instant games. Aerosmith music pumped out from the speakers and winners watched never-before-seen concert footage on the main screen. The energy in the room was exhilarating and by the end of dinner, the anticipation had reached its peak. Players were chanting "Aerosmith," pounding their fists, and hollering for Steven and Joey.

Just when it seemed that players were going to storm the stage, Ross Dalton, President of GTECH Printing, entered the room. He boomed, "Are you having fun yet?" The crowd exploded with a resounding "Yeah!" Dalton continued, "We're about to take this party to another level," and cheers filled the room. Then, Tyler and Kramer took the stage and the crowd went wild.

Tyler and Kramer gave players the chance to ask questions. Players inquired about Steven Tyler's new gig on American Idol and Joey Kramer's picks for his top rock influences. To top off this once-in-a-lifetime prize, Steven and Joey interacted with players, shaking hands, posing for pictures, and even autographing one lucky winner's foot!

"What an incredible trip you planned for us who won our local State Lottery Second Chance drawings! I still get tears in my eyes when looking back at that special night. I remember saying 'these things just don't happen to normal people like us... but it did!' Everywhere we went we were greeted and taken care of by the outstanding employees from your company! What an INCREDIBLE memory of a lifetime!"

Karie Oswalt, Oregon Lottery Winner

When Tyler belted out a line from "Dream On," one of the band's greatest hits, he proved to winners just how much their experience resonated with Aerosmith. "You've got to lose to know how to win," sang Tyler. "Dream On" was the theme carried throughout the Aerosmith promotion, and one that showed lottery players that a non-winning ticket could in fact be a dream come true.

Winners stayed to celebrate long after Aerosmith left the building, basking in the glory of spending an evening with two of rock and roll's most legendary icons. For the staff of GTECH Printing, the night was equally as powerful. Not only did it symbolize the harmonious culmination of months of hard work, it also served as a preview of what's in store for the future. GTECH Printing is prepared and ready to rock players for years to come.

To check out all of the photos of this incredible event, log on to www.gtechprinting.com.





PRESS RELEASE

LOTTOMATICA GROUP SUBSIDIARY GTECH PRINTING CORPORATION SELECTED AS LOTTERYWEST'S PRIMARY INSTANT TICKET PRINTING VENDOR

ROME (ITALY) – PROVIDENCE, RHODE ISLAND (USA), August 02, 2010 – Lottomatica Group S.p.A. announced that its subsidiary, GTECH Printing Corporation (GPC), has been chosen as the primary instant ticket vendor for Lotterywest, the official state lottery of Western Australia. The contract is a result of a competitive procurement process and will commence immediately. Under the terms of the contract, GPC will be the primary vendor of instant ticket game services to Lotterywest for the next five years, with extension options available for an additional five years. GPC expects to generate revenues of \$2 million AUD within the first year of this contract. Lotterywest is GTECH Printing's first Australian customer.

"We are incredibly pleased to have been chosen as the primary supplier of instant ticket game services for Lotterywest" said Ross Dalton, Sr. Vice President of Printed Products and Licensed Content. Dalton continued, "For years, Lotterywest has been instrumental in supporting public hospitals, sports groups and arts organizations, in addition to providing grants to charitable and community groups and to local government authorities. GPC is proud to partner with Lotterywest to build a cutting-edge game portfolio that will excite current lottery players and engage new audiences."

Lotterywest Chief Executive Officer, Jan Stewart, said "Lotterywest is pleased to welcome GTECH Printing Corporation as our new Scratch'n'Win partner. We look forward to utilizing the impressive technology and new ideas that GPC has to offer."

GTECH Printing is the fastest growing instant-game manufacturing company in the industry. With the addition of Lotterywest, GPC now has 50 customers worldwide, half of which are from outside the United States.

Lottomatica Group is a market leader in the Italian gaming industry and one of the largest Lottery operators in the world based on total wagers and, through its subsidiary GTECH Corporation, is a leading provider of lottery and gaming technology solutions worldwide. Together, the companies are the only vertically integrated full service lottery group. Lottomatica Group is majority owned by De Agostini, which belongs to a century-old publishing and media services group. Lottomatica is listed on the Stock Exchange of Milan under the trading symbol "LTO". In 2009, the Company had approximately €2.2 billion in revenues and 7,600 employees in over 50 countries when combined with GTECH.

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This press release and previous ones are available on Lottomatica Group and GTECH websites:
www.lottomaticagroup.com - www.gtech.com



PRESS RELEASE

LOTTOMATICA'S GTECH PRINTING CORPORATION CHOSEN TO PROVIDE THE WISCONSIN LOTTERY WITH INSTANT-TICKET PRINTING SERVICES

ROME (ITALY), PROVIDENCE, RHODE ISLAND (US), November 23, 2009 – Lottomatica Group announced that GTECH Printing Corporation (GPC) has been awarded a two-year instant-ticket printing services contract with the Wisconsin Lottery. The contract is the result of a competitive procurement and commenced on November 1, 2009. In addition to the initial two-year term, the contract has three one-year mutual contract extension options.

"This will be the first time that GPC has worked with the Wisconsin Lottery to supply instant tickets and marketing services, and we are eager to demonstrate our capabilities as the world's most advanced instant-ticket provider in the industry," said Ross Dalton, Sr. Vice President, Printed Products and Licensed Content. "We look forward to working with the Wisconsin Lottery to develop innovative and creative new game concepts."

GPC will produce the Lottery's instant tickets at its new, state-of-the-art printing facility in Lakeland, Florida. GPC is the fastest growing, full-service instant ticket supplier in the industry, providing instant ticket printing and marketing services to over 40 customers worldwide. The Wisconsin Lottery has been a valued GTECH customer since 1989. GTECH Corporation currently operates and maintains the Wisconsin Lottery's online and instant ticket central system, terminals, and communications network.

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This press release and the previous ones are available on Lottomatica and GTECH web sites:

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ARTS & CULTURE | ART

Perseverance Pays Off for a RISD Grad

Art is a highway for Gretchen Dow Simpson

ALICIA KAMM



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Fruit XIV Oil on linen

If life is a highway, [Gretchen Dow Simpson](#) has been driving it her whole life long. In Simpson's case the highway is I-95, and it's taken her from Massachusetts to Rhode Island, then to New York and Philadelphia before bringing her back to the Big Apple and finally home to Rhode Island.

Perhaps Tom Cochrane had Simpson in mind when he sang: through all these cities and all these towns, it's in my blood and it's all around. Simpson's "it" is art, but the road she's traveled isn't your typical fast and furious freeway. Rather, it's a combination of highways and byways that took her artistic journey from architecturally inspired photography to papier mache jewelry, then oil painting on linen, those coveted covers for the illustrious *The New Yorker* magazine and a commission by Governor Lincoln Chafee for the highway beautification project.

Simpson received her artistic education at the Rhode Island School of Design. She left RISD in 1961 clutching her newfound life purpose: to create a professional life that was both meaningful and satisfying. Simpson's purpose was only one piece of the puzzle. But in addition to her innate desire to express herself artistically, she was also stricken by a stifling indecision about which artistic path to pursue.

Simpson may not have been in the high-speed lane, but there was no doubt that she was in control. Her first stop was photography circa 1964 during her tenure as a tour guide at New York's World Fair. Drawn to the uniqueness of its architecture lines and proportions, Simpson snapped photos of the buildings around the Fair. Her keen eye helped her sell her photos and eventually landed her a job as a photographer for an ad agency.



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Photographer by day, craftswoman by night, Simpson fed her insatiable drive to create by making papier mache jewelry. What started off as a casual endeavor transformed into a jeweler's dream – a 12-page spread of her jewelry in *Vogue* magazine. A local company wanted to buy Simpson's designs and turn the paper mache jewelry into vinyl. Simpson, in true fashion of a woman behind the wheel, declined.

The next exit was *The New Yorker*, only it would take nearly a decade to reach. "For nine years I sent *The New Yorker* my cover designs and for nine years I was rejected," explains Simpson. That was until a new art director, Lee Lorenz, took the helm. During a meeting, Lorenz instructed Simpson to paint a realistic subject matter while retaining her abstract composition. She fondly recalls her exchange with the man she "credits with everything" saying, "I asked him what to paint and he replied, 'paint what you like.'"

So she did. Simpson combined her adoration of architecture with her penchant for photography, translating the photo into an oil painting. Her first submission using this new frame-work was accepted and since then it's been pedal to the metal. For 20 years, Gretchen worked for *The New Yorker*, designing nearly 60 iconic covers.

Simpson, age 72, has not slowed down. For starters, she's working on her second mural for Route I-95, as part of the highway beautification project. The first mural, designed by Simpson and painted by muralist Johan Bjurman, measures 1,367 square feet and sits on I-95 in Pawtucket, near the Massachusetts line. She also sits on the board of the Pawtucket Arts Collaborative where she's gearing up for the 2nd Annual Arts Marketplace on September 7 - 8, which she co-chairs with Nancy Gaucher-Thomas. Most recently, she was elected as a council member for RISCA. If that's not enough, she still finds time to spend four to five hours in her studio every day.

Simpson has not only created a professional life that's both meaningful and satisfying, she's cultivated a personal life that's more of the same. She credits her two daughters and her grandchildren as being the most satisfying and meaningful experiences. Then, there's her newlywed status. In May, she married her long time beau and retired Brown University chemistry professor, Dr. James Clyde Baird, at the Manning Chapel on the Brown campus. Their romance, a story in itself, was featured as the only color wedding announcement in *The New York Times* under the quirky headline, "His post-surgical care: French Custards."

See all of Gretchen Dow Simpson's artwork on [her website](#). You can also catch her at the 2nd Annual Arts Marketplace at the Pawtucket Armory Arts Center on 172 Exchange Street in Pawtucket on September 7-8.

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DEARBABY
Planning for baby's first chapter

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WHY BABY PLANNING

The beginning is the most important part...- Plato

So you're expecting... or you want to be. Whether this is your first time or you are a seasoned parent, planning for your new arrival is an exciting time that can also be overwhelming. Expectant parents are busier now more than ever. There's less time to do the things you have to do, let alone the things you want to do. Not only is there limited time – but there are endless options available to expecting parents. The challenge lies in finding the time to research and choose the option that's best suited for your lifestyle, budget and taste.

So why hire a baby planner? A baby planner educates you on all of your options relating to preconception, pregnancy and birth. Baby planners suggest products and services that are essential for you based on your lifestyle, taste and budget – alleviating stress and saving you time and money. At Dear Baby, our mission is helping you feel confident and empowered by providing you with education, guidance, resources, and the latest unbiased information.

Babies don't come with instruction manuals and one size does not fit all. What worked for your best friend or colleague may not work for you. At Dear Baby, we plan for your baby's first chapter by listening to your needs and assessing your unique situation. We don't take away from your personal journey to parenthood – we just make it a little easier by providing you with support throughout pregnancy, birth and beyond.



SOME OF THE DECISIONS DEAR BABY HELPS CLIENTS MAKE:

- What are my fertility options?
- Where should I give birth – a hospital or a birthing center?
- How can I manage stress and anxiety during my pregnancy?
- How can going green affect my pregnancy and benefit my baby?
- Which products are the safest for my baby?
- Where can I find support during my pregnancy?
- Do I need a birth plan? If so, where do I begin?
- Should I hire a doula?
- What are my options for breastfeeding and formula feeding?
- Which childbirth classes should I take?
- What are my childcare options and how do I choose the best fit for my family?
- How do I prepare my home for baby's arrival?
- What do I do about my own health and that of my baby before and after the pregnancy?
- How can I manage an effective and smooth transition back to work?