



“STREET CRED”: CONNECTING WITH THE NEXT GENERATION OF LOTTERY PLAYERS Learn what makes the Emerging Market (e.g., 18-34 year olds) truly “tick” and how to tap the full potential of this new generation of lottery players.

David Morrison, President of TWENTYSOMETHING™ Inc., shares innovative research that his young adult consultancy conducted on behalf of the Maryland State Lottery.

Listen to David share groundbreaking insights, conclusions, and strategic recommendations that truly take the industry into the 21st century. Having worked with over 40 Fortune 500s (e.g., Citibank, Toyota, Apple, Time Warner, Kraft), the firm has an unparalleled, holistic perspective to share on today’s young adults.