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N.C.'s first scented ticket – 'BBQ Bucks' – smells like smoky BBQ

RALEIGH – With fall weather, football and tailgating season just ahead, meet BBQ Bucks: North Carolina's first-ever scented lottery ticket. When scratched, it smells like smoky BBQ.

At kick-off events Tuesday at Queen City Q in Charlotte and Clyde Cooper's BBQ in Raleigh, the lottery gave away prizes on the buy, spin and win wheel, including BBQ Bucks tickets and T-shirts.

"I love some BBQ," said one man who attended the Raleigh event and got a free ticket. "Now hopefully, I'll get some BBQ Bucks so I'll love BBQ even more."

Other states have introduced tickets that smell like bacon. But for North Carolina, it was obvious what cuisine to highlight.

"People in our state love their BBQ and this ticket is a fun way to celebrate that tradition," said Alice Garland, the lottery's executive director. "So not only are there cash prizes, but folks can also win BBQ and grills."

The \$2 game begins with five top prizes of \$25,000. All tickets can be entered into second-chance drawings as part of the 1,000 lbs. of Pork Giveaway. Ten BBQ lovers will win 100 lbs. of pork and a Big Green Egg grill.

The lottery is also inviting people to weigh in via social media on the age-old BBQ debate in the Tar Heel State: "Which is Best, East or West?" Enthusiasts aged 18 and up can cast their vote on the lottery's Facebook page by commenting "EAST" or "WEST" or on Twitter by using the hashtags #bbqbucks and either #east or #west. Weekly drawings will be held to award ten \$50 gift cards and a BBQ Bucks T-shirt to lucky winners.

Ticket sales will make it possible for the lottery to achieve its goal of raising, for a third straight year, more than half a billion dollars for education. For totals to programs in all 100 North Carolina counties, click on the "Where the Money Goes" page on the lottery's website.

Editor's note: A photo of Mike Wheless, morning show host of WQDR in Raleigh, is attached. B-roll video from today's event in Raleigh can be downloaded here: <http://bit.ly/1JK17Mb>

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