



History

On April 10th 1912, the maiden voyage of the majestic RMS Titanic began under the command of captain Edward J. Smith. Little did he or anyone imagine the power and appeal the Titanic name and popularity would carry with it for over a century. Once a floating symbol of status, the Titanic lay undiscovered at the bottom of the Atlantic for 73 years. During that time, rumors and speculation of finding the lost treasure trove of jewels and artifacts gained momentum. On September 1st 1985, speculation ended when the Titanic was found. In the years that followed, the RMS Titanic salvage holders have recovered over 6,000 artifacts and thrilled audiences all over the world with their traveling Titanic Artifact Exhibits.

Property Features

- If it's **player awareness** you're after, look no further. You'll be hard pressed to find anyone who isn't familiar with the Titanic name.
- **Current excitement** surrounds the Titanic name today as people continue to flock to the awe inspiring Titanic Artifact Exhibits of the ships' contents. The legendary appeal of the RMS Titanic, her story and discovery, only increase the popularity of the already infamous ship.
- The Titanic Treasures™ ticket is a **great fit for lottery players**. With the perfect name to conjure up images of sunken treasure and discovered riches, the Titanic Treasures™ ticket is an eye-catching and fun play experience for lottery players.
- **MERCHANDISE ANYONE?!** If you'd like to do a Titanic Treasures™ merchandise game, think about offering your players the chance to win uniquely replicated Titanic salvaged artifacts, memory-making cruise trips, or fabulous collections of top quality precious gems and uniquely designed jewelry. With prizes like these, lottery players will never forget their win!