



WinStar World Casino and Resort and Dallas Cowboys Launch 'WinStar Winners' Campaign for 2026 Season

Fans can sign up now at WinStarWinners.com for a chance to win game tickets, hotel stays, Lucas Oil Live entertainment tickets, and more through Jan. 4, 2027.

THACKERVILLE, Okla. (July 23, 2026) – [WinStar World Casino and Resort](https://WinStarWorldCasino.com) and the Dallas Cowboys are giving fans more reasons to cheer this season with the return of "WinStar Winners," an exclusive promotion awarding unforgettable game day experiences and resort getaways throughout the 2026 football season.

Fans are encouraged to sign up now at WinStarWinners.com for 10 opportunities to win big throughout the Cowboys' season, with the opening giveaway revealed to be two suite tickets to the first pre-season home game on Aug. 28. Prizes will be awarded through Jan. 4, 2027, with winners enjoying memorable experiences throughout the season, including Cowboys suite tickets, luxury hotel stays, rounds of golf, live entertainment at Lucas Oil Live, spa experiences, autographed memorabilia, and more.

Following a successful 2025 campaign that attracted more than **18,000 entries**, WinStar Winners returns for its third season with even more exclusive prizes and experiences.

"As a proud longtime partner of the Dallas Cowboys, WinStar Winners is one of our favorite ways to give back to our shared fan base every season," said Jack Parkinson, president of WinStar World Casino and Resort. "Kickoff can't come soon enough – we can't wait to see fans sign up and get in on the action."

For more information or to sign up for a chance to win, visit WinStarWinners.com. It's free to enter, and those who sign up will automatically receive \$15 Bonus Play to use at the World's Largest Casino. To plan a trip to WinStar, visit WinStar.com.

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ABOUT WINSTAR WORLD CASINO AND RESORT

WinStar World Casino and Resort is a destination unlike any other. As the World's Largest Casino, there's nowhere on earth guests will find a larger collection of electronic games – nearly 10,500 – plus 100 table games, including an all-new Baccarat Salon featuring an expanded selection of the most popular baccarat games, designated non-smoking gaming areas, and more. Beyond that, there's an entire world to explore, with more than 1,700 luxury hotel rooms, a rejuvenating two-story spa designed for ultimate tranquility, and a 300,000-square-foot entertainment venue – Lucas Oil Live. Located just north of the Texas/Oklahoma border along Interstate 35, WinStar World Casino and Resort presents unrivaled gaming action 24 hours a day, 7 days a week, alongside a vibrant culinary scene, with 18 dining and beverage locations. WinStar is a Newsweek Readers' Choice™ Awards winner in the 2026 Casinos category for Best Hotel Casino, Best Casino Outside Las Vegas, and Best Casino Concert Venue. WinStar

was also recently recognized as the “Gold Best Hotel” in the Fort Worth Star Telegram’s 2026 DFW Favorites awards. Be sure to visit [WinStar.com](https://www.winstar.com) for the most updated information before your next trip to WinStar World Casino and Resort.

ABOUT LUCAS OIL LIVE

Opened in Fall 2023, Lucas Oil Live is the premier entertainment venue at WinStar World Casino and Resort. The 300,000-square-foot venue seats 6,500 guests and hosts top music artists and comedians from around the world. Lucas Oil Live features three levels of premium seating, eight concession stands, a VIP lounge, and private suites, continuing WinStar’s legacy of delivering standout live entertainment experiences.

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