

Millennial Lotería



“A beloved Latino game gets reimaged for millennials” - The New York Times

Millennial Lotería is a hilarious and insightful parody of the classic “Mexican Bingo” game called lotería, but this time, it’s like, way more millennial. It is the first (and only!) game tailored specifically for Hispanic-American millennials. Born from the viral Instagram account @millennialloteria, this brand has exploded in the last few years, with more than **400,000 copies sold amongst all formats.**

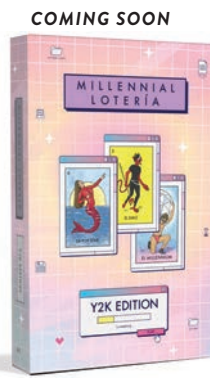
Millennial Lotería
ISBN: 9781944515805
PUB DATE: 12/04/2018
MSRP: \$24.95

Full Games

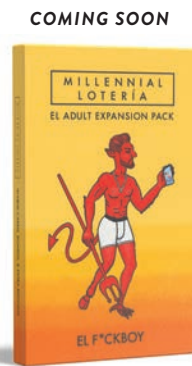
Expansion Packs



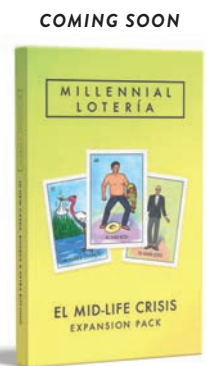
La Shiny AF Edition
ISBN: 9781950968206
PUB DATE: 11/17/2020
MSRP: \$44.95



Y2K Edition
ISBN: 9781950968862
PUB DATE: 11/16/2022
MSRP: \$19.99



El Adult Expansion
ISBN: 9781958803059
PUB DATE: 11/29/2022
MSRP: \$14.99
Compatible with original game



El Mid-Life Crisis Expansion
ISBN: 9781958803066
PUB DATE: 11/29/2022
MSRP: \$14.99
Compatible with original game

Target Market

- Millennial Hispanic Americans who grew up playing Lotería with their family and friends
- Many live in California, New York, Arizona, New Mexico, Illinois, and Texas
- Consumers who purchased games like What Do You Meme and Cards Against Humanity
- Readers of *Latina Magazine*, *Hip Latina*, *Huffington Post*, and *Buzzfeed*
- Customers of trendy, edgy stores such as Urban Outfitters, Fuego, and Hot Topic

About The Creator



Mike Alfaro is a writer, creative director, and pop culture fanboy. Born and raised in Guatemala, he moved to California after turning 18 in search of the American dream. How cliché. Since then, he’s created several successful ad campaigns for major U.S. brands and also launched the viral Instagram account @millennialloteria.

SOCIAL INFLUENCE:
 14.6M likes on TikTok - 92K Followers on Instagram

BRAND PARTNERSHIPS:
 Marvel, Disney, TikTok, Playboy, Netflix, and many more