



FOR IMMEDIATE RELEASE

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State announces winner of \$5 million Vax 2 the Max grand prize

Incentive programs continue to boost vaccination rates

SANTA FE - The New Mexico Department of Health on Tuesday announced that William Romero of Los Alamos County is the winner of the \$5 million Vax 2 the Max grand prize.

Gov. Michelle Lujan Grisham announced the winner Tuesday evening on the Albuquerque television station KOAT.

The Vax 2 the Max sweepstakes awarded a total of \$10 million in cash prizes - as well as a series of other prizes - to vaccinated New Mexicans throughout the summer. This [was reportedly](#) the largest vaccination incentive program in the U.S., and was cited by President Biden as notably successful in recent remarks. A total of 571,687 New Mexicans participated in the sweepstakes, which successfully halted a decrease in vaccination numbers early in the summer.

The ongoing \$100 "Stay Ahead" vaccination incentive campaign continues to significantly boost vaccination rates. In the first week of August, New Mexico has registered a 25% increase in vaccinations over the weekly average for July. The state projects that number to rise above 30% when all vaccinations are reported. New Mexico is also seeing significant increases in vaccinations among Blacks/African-Americans, Hispanics/Latinos, and 12-17-year-olds, as well as in every region of the state.

All New Mexicans 12+ are eligible to participate in the \$100 vaccination campaign between August 2 and August 31. Any dose - a first or second dose of Pfizer or Moderna, or a single shot of J&J - will qualify. To qualify for the \$100 incentive, New Mexicans must register at vaccineNM.org - though they can receive their actual vaccination dose at any provider in the state.

As of Monday, August 9, 74.1% of New Mexicans 18+ have received at least one dose of vaccine, and 65.5% of New Mexicans 18+ have completed their vaccination series.

Given the rapid rise and spread of the Delta variant - which is two-four times more transmissible than previous variants - DOH encourages New Mexicans to get vaccinated as quickly as possible.



NMDOH

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The Department of Health works to promote health and wellness, improve health outcomes, and deliver services to all New Mexicans. As New Mexico's largest state agency, DOH offers public health services in all 33 counties and collaborates with 23 Native American tribes, Pueblos and nations.