



# Director's Comments

Presentation to  
California State Lottery Commission  
May 25, 2023

Informational Item 6a

# Sales Update:

## Year-to-Date Sales Over \$8 Billion

	F.Y. Sales thru 5-13-23 (in millions)	% of Goal	Change vs. Last Year
<b><u>TOTAL SALES</u></b>	<b><u>\$8,062.57</u></b>	<b><u>109%</u></b>	<b><u>5%</u></b>
Scratchers (Consumer Sales)	\$5,678.80	100%	-4%
<b><u>Multi-State Games</u></b>	<b><u>\$1,417.28</u></b>	<b><u>179%</u></b>	<b><u>71%</u></b>
Powerball	\$679.35	166%	33%
MEGA Millions	\$737.94	193%	132%
SuperLotto Plus	\$233.31	112%	10%
Daily Games	\$378.55	104%	-1%
Hot Spot	\$354.63	105%	2%

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# Estimated contributions to education tracking 28% ahead of goal

- Through April 2023, sales are 10% ahead of goal and profits 28% ahead of goal.
- Total year-to-date estimated contributions to education are over \$1.8 billion.

As of April 30, 2023	% of Goal
Total Sales	110%
Contributions to Education	128%



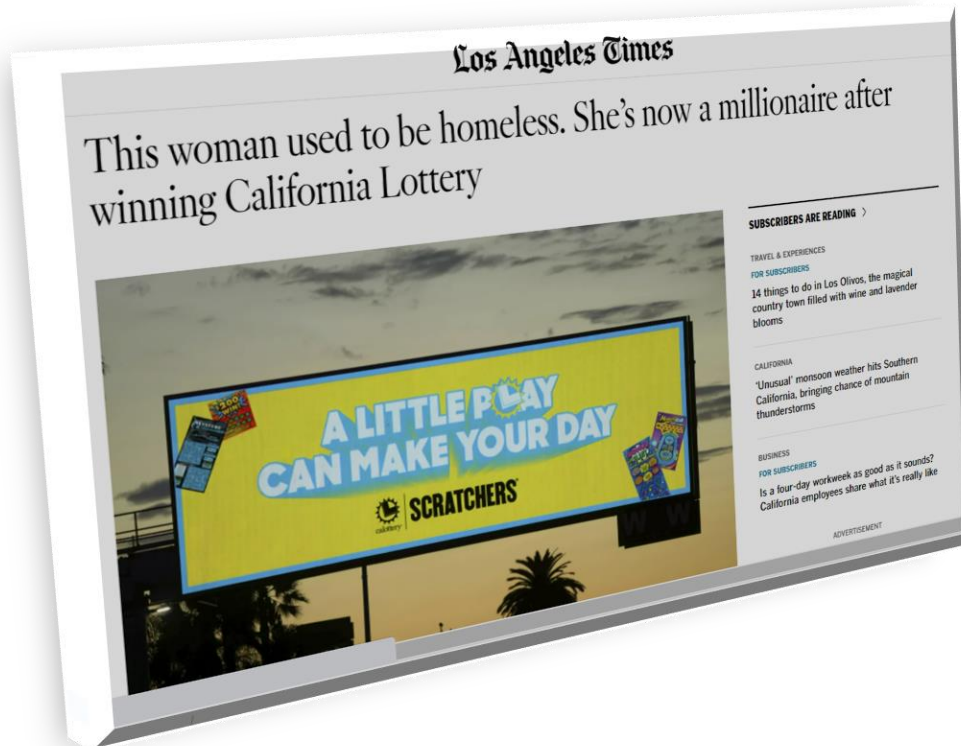
# Public Affairs & Communications

## *Telling Positive Lottery Stories*

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# Formerly Homeless – Now a CA Lottery Millionaire



## The story of Lucia Forseth goes global!

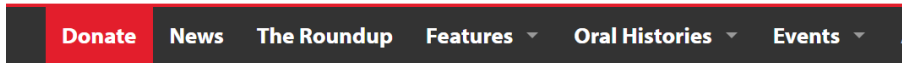
- News stories in 42 countries
- 1,100+ media mentions

“ The California Lottery's sole mission is to raise additional funding for public education... A success story like this showcases the positive impact our games have on winners and schools alike. ”

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# Highlighting the CA Lottery Mission



OPINION

## Public schools can count on the California Lottery



- Published in 8 California media outlets
- Readership of nearly 1,000,000 people
- English and Spanish-language publications



## La Opinión

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# Highlighting the CA Lottery Mission



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