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P R E S S R E L E A S E

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California Lottery Wins Three International Awards for Innovative Advertising Campaigns

SACRAMENTO – The California Lottery recently received three major awards for fun and innovative advertising – including a number of iconic TV commercials many Californians have become familiar with. The awards come from the North American Association of State and Provincial Lotteries (NASPL), which honors the most creative and inspiring work produced across the North American lottery industry.

“This is quite an accomplishment that all of us at the California Lottery take great pride in,” said Alva V. Johnson, Director of the California Lottery. “Our marketing team works hard to create unique, fun, and eye-catching advertising that helps attract new players and encourages all players to have a little fun. Our award-winning Scratchers campaign, in particular, reminds people that a little play can bring joy into our everyday busy lives.”

The California Lottery was honored during the recent World Lottery Summit in Vancouver, Canada. The Summit is a gathering of lottery professionals from around the world. California Lottery was nominated for six awards and won three.

2022 NASPL **Awards** for the California Lottery include:

1. **Print Advertising – Traditional Media:** Scratchers Brand “Lunar New Year 2022” Print Ad
2. **Special Category – Original Music:** Scratchers Brand “Sweaters” TV Commercial (spot has started re-airing on 11/21, see the award-winning commercial here: <https://youtu.be/Pb805fy28FA>)
3. **Multicultural Advertising:** Scratchers Brand “Air Band” TV Commercial

In addition to the above, 2022 NASPL **nominations** for the California Lottery include:

1. **Buddy Roogow Innovation – Best New Instant Game:** “Year of Fortune” Lunar New Year Scratchers Game
2. **TV Advertising – Instant Games:** Scratchers Brand “Bubble Wrap” TV Commercial
3. **Special Category – Use of Cinematography:** Scratchers Brand “Bubble Wrap” TV Commercial

Advertising serves to elevate the California Lottery brand as an entertainment option for players and further propels the Lottery’s mission to generate money for California public education. The Lottery raised a record \$1.88 billion for public schools in FY 2020-21 alone.

California Lottery is no stranger to winning with its creative messaging. In the last 10 years, the Lottery has won 35 NASPL awards and even set the record for most awards received during a NASPL annual conference in 2013 with 11 wins!



(Scratchers Brand “Lunar New Year” Print Ad (Asian Market))

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The California Lottery's mission is to provide supplemental funding to California public schools, including kindergarten and grades 1-12, community colleges, the California State University, the University of California, and other California public educational entities. The funds the Lottery transferred to public education totaled more than \$1.88 billion for fiscal year 2020-21, which amounted to a modest percentage of education's overall budget. However, this funding is largely discretionary, meaning schools can use this for important, yet unfunded instructional programs they would otherwise not afford. During the same period, the Lottery generated almost \$8.4 billion in sales, more than 95% of which went back to the community in the form of prize payments, retailer commissions and bonuses, and contributions to education. The California Lottery urges its customers to play responsibly. Problem gambling resources are available to anyone at 1-800-GAMBLER.

www.calottery.com