



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

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California Lottery TV Commercials, Radio Spots, and Digital Ads Win International Acclaim for Excellence

SACRAMENTO – California Lottery has been named as best in the industry in multiple categories when it comes to entertaining and engaging lottery advertising.

The announcement came at the [North American Association of State and Provincial Lotteries'](#) (NASPL) annual convention in Milwaukee. NASPL is the non-profit professional trade association representing all government-sanctioned lotteries in North America. Each year the [NASPL Awards](#) honor the most creative and inspiring work produced across the spectrum.

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. Since 1985, the [Lottery has generated more than \\$41.5 billion for California's public schools](#). That includes a record of [more than \\$2.07 billion](#) in the 2021-22 fiscal year.

"California Lottery's singular mission is to raise money for public education," said Alva V. Johnson, Director of the California Lottery. "We're proud of the work done by our marketing team to consistently develop memorable and effective messages that people can relate to and turn that interest into meaningful action that helps support California classrooms."

2023 NASPL **Awards** for California Lottery include:

1. **Radio Advertising - Coordinated Campaign:** Scratchers Brand/[More Questions, Even More Questions, and Little Joys](#)
2. **Print Advertising - Out of Home (Includes Digital):** Scratchers Brand/[Gas Station TV Paper B-Ball](#)
3. **Special Category - Use of Humor – Radio:** Scratchers Brand/Holiday – [Procrasti-NATE](#)

California Lottery was also a finalist in the following categories:

1. **Television Advertising Instant Games:** Scratchers Brand/Paper B-Ball
2. **Radio Advertising Instant Games:** Scratchers Brand/More Questions
3. **Special Category Use of Humor – Television:** Scratchers Brand/Paper B-Ball
4. **Print Advertising Retailer Signage / Merchandising:** The Addams Family Fortune
5. **Special Category Use of Cinematography:** Scratchers Brand/Paper B-Ball

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 \$2.07 billion for fiscal year 2021-22, 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 more than \$8.85 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. If you feel you have a gambling problem or know someone who does, you can get free confidential help by calling the California Problem Gambling Helpline at 1-800-GAMBLER.

www.calottery.com