



## PRESS RELEASE

For IMMEDIATE RELEASE  
January 11, 2024  
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# CA Lottery Debuts New, Bilingual Media Campaign to Raise Awareness About Its Mission to Support Funding for Public Education

**SACRAMENTO** – The California Lottery unveiled a new, bilingual advertising campaign this week designed to educate California adults about the Lottery’s mission to raise supplemental funding for public schools across the state.



“Not everyone realizes our sole purpose is to support public education, so we are excited for this new campaign, intended to help people understand how the Lottery benefits California in meaningful and impactful ways,” said California Lottery Director Harjinder Shergill Chima.

The new campaign – [You Play, Schools Win](#) – includes new creative assets, including a spin on the Lottery’s primary logo that positions California education as central to the Lottery’s brand. Ads are running state-wide on social media and on audio and streaming



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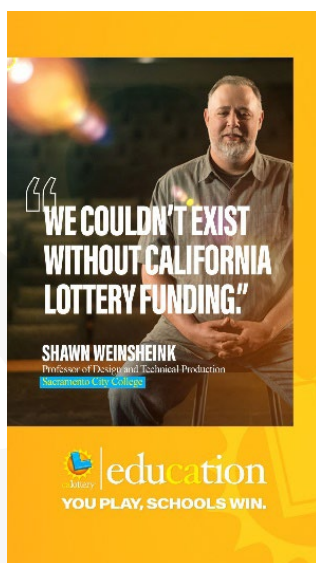
channels in specific regions. Every ad features real educators, real students, and/or real administrators in authentic educational environments; there are no actors in any of the advertising. Sample ads are included below.

“We hear all the time from teachers and educators how helpful Lottery funding is,” said Carolyn Becker, California Lottery spokesperson. “Now everyday Californians will hear it, too.”

The [California Lottery](#) was created with a ballot measure approved by voters nearly 40 years ago. Called the [California State Lottery Act of 1984](#), it allows the Lottery to supplement funding for public education through the responsible sale of games. **The California Lottery has raised more than \$43.8 billion in education funding** since tickets first went on sale in 1985.

For the first time ever, the California Lottery [raised a record of more than \\$2.07 billion](#) for public schools in the 2021-22 fiscal year. Lottery funds are designed to supplement public education, not replace traditional funding streams. Lottery funds are largely discretionary, so schools can leverage that money for various educational programs and services they may not otherwise be able to afford.

### SAMPLE ADS



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The mission of the California Lottery is to raise additional funding for public education, helping to supplement school budgets for K-12 as well as colleges and universities. The California Lottery has raised more than \$43.8 billion for public schools through the responsible sale of its games since 1985. Lottery funding for schools is largely discretionary, so administrators and educators can use Lottery money for instructional programs and services they may not otherwise afford. The California Lottery features eight [draw games](#) and dozens of new instant [Scratchers](#) games each year. More than 95% of California Lottery sales revenue goes back to the community in the form of prize payments, [retailer commissions and bonuses](#), and contributions to education. More information about who benefits can be found [here](#). California Lottery is also committed to promoting [responsible gaming](#). Anyone who shows signs of a gambling problem, or knows someone who does, can get free, confidential help by calling the CA Problem Gambling Hotline at 1-800-GAMBLER.



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