



## PRESS RELEASE

For IMMEDIATE RELEASE  
September 19, 2025  
[PIO@calottery.com](mailto:PIO@calottery.com)  
[@calotterypress](https://twitter.com/calotterypress)

### ***California Lottery Awarded for Advertising Excellence in Multiple Categories***

*Exciting Wins in Television Advertising, Radio Advertising, and Use of Cinematography*

**SACRAMENTO** – The California Lottery is being recognized for its excellence in marketing with several distinguished industry awards. The honors come from the [North American Association of State and Provincial Lotteries' \(NASPL\)](#), the association representing all government-sanctioned lotteries in North America. The Lottery and its advertising partners have consistently been recognized year after year for their creative campaigns.

The awards were unveiled at the [2025 NASPL Annual Conference and Trade Show](#) in Niagara Falls, Canada. Every year, lotteries across the continent are recognized in various categories for their creative, innovative, and inspiring work.

“We are so proud of our terrifically talented marketing team and their hard work being recognized in this way,” said Harjinder K. Shergill Chima, Director of the California Lottery. “For 40 years, the mission at the California Lottery has been to raise funds for public education, and we hope our creative advertising efforts continue to resonate with the public and help further our goals to generate even more money to support public schools across the state.”



[Winner: TV Advertising – Instant Games: Holiday Scratchers – Hide 'N Seek – Produced by David & Goliath](#)



The [2025 NASPL Awards](#) for California Lottery include:



*Winner – Special Category – Use of Cinematography: [Mega Millions Game Enhancement Launch – “Higher and Higher”](#) – Produced by [David & Goliath](#)*

**TV Advertising – Instant Games:** [Holiday Scratchers – Hide ‘N Seek](#)

**Radio Advertising – Lotto and Daily Numbers Games:** [Mega Millions Game Enhancement Launch – Higher & Higher](#)

**Special Category – Use of Cinematography:** [Mega Millions Game Enhancement Launch – Higher & Higher](#)

The California Lottery was also named as a finalist for the following ads:

**TV Advertising – Multicultural/Community Engagement:** [Mega Millions Game Enhancement Launch – Better Bounce \(Mandarin\)](#)



*Finalist: [Mega Millions Game Enhancement Launch – Better Bounce \(Mandarin\)](#) - Produced by [InterTrend](#)*

**TV Advertising – Lotto and Daily Number Games:** [Mega Millions Game Enhancement Launch – Higher & Higher](#)

The California Lottery has [generated over \\$46 billion](#) for public education since its first game went on sale in 1985. The extra money raised benefits K-12 schools, community colleges and universities.

###

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 \$46 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](#). As jackpots rise, the California Lottery would like to remind players that ambling should be fun. Borrowing money to play, spending above a person's budget, or using money intended for other purposes can ultimately lead to significant problems for players and their families. If a player recognizes that they have a gambling problem or if someone knows of someone who may have a problem, the Lottery recommends calling the California Problem Gambling Help Line at 1-800-GAMBLER.



calottery

education

calottery.com