



FOR IMMEDIATE RELEASE

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First Annual Lottery Week Kicks Off July 15th

Celebrating lotteries' contributions to communities

TRENTON (July 12, 2019) – For the first time ever, the New Jersey Lottery, in collaboration with lotteries across North America, has declared the week of July 15th as the inaugural observance of Lottery Week.

Lottery Week is a celebration of lotteries across the United States and Canada, in acknowledgement of their collective contributions to the communities they serve.

In fiscal year 2018, together, U.S. lotteries generated \$23.4 billion to support initiatives in their individual states and transferred \$4.8 billion to their retailer partners.



As its fifth largest revenue producer, the Lottery is a significant economic engine for the State of New Jersey. Since its inception in 1970, the Lottery has contributed more than \$26.8 billion to the State. In Fiscal Year 2018, the Lottery generated approximately \$3.3 billion in sales. The strong sales resulted in a contribution to the State of approximately \$1.03 billion, helping to bolster the public employee pension system for teachers, police and fire personnel and other public employees, as well as supporting businesses and communities throughout New Jersey. The Lottery's success in FY 2018 was shared by many with the award of more than \$1.991 billion in prize money won by players and payment over \$188 million in commissions to our retailers.

Lotteries team up with responsible gambling groups to educate their retailers and consumers, to help encourage safe, responsible play. Since June 1999, the New Jersey Lottery has participated on the Council on Compulsive Gambling of New Jersey, Inc.'s Board of Directors. The Council's 1-800-GAMBLER helpline number is printed on every Lottery ticket, and on all brochures and signage, and it also appears as a tag line on all of the Lottery's radio and television advertisements. The Lottery's website directs visitors to the Council's site, where members of the public can get free information and help.

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Anything
can happen in Jersey.

New Jersey Lottery • PO Box 041 • Trenton, NJ 08625 • NJLottery.com Must be 18 or older to buy a lottery ticket. Please play responsibly. If you or someone you know has a gambling problem, call 1-800-GAMBLER.



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And, of course, lotteries provide a fun, exciting source of entertainment for all their players – not to mention a big payout for the lucky winners. In fact, the largest jackpot ever won in New Jersey was \$533 million from the March 30, 2018 Mega Millions drawing. Just two months later, the Powerball jackpot of \$315.3 million was won in New Jersey from the May 19, 2018 drawing. In March of 2019, a resident of Alpha won a \$273 million Mega Millions jackpot.

“While millions of people who never play the Lottery certainly benefit, those that do take a chance and buy a ticket often win as well,” said New Jersey Lottery Acting Executive Director James Carey.

The goal of Lottery Week is to highlight these positive impacts that lotteries make and improve public perception and awareness.

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