



Chris Christie, *Governor*
Kim Guadagno, *Lt. Governor*
Carole Hedinger, *Executive Director*
Benefits Education and Institutions

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New Jersey Lottery Announces Record Sales for Fiscal Year 2015

TRENTON – (July 16, 2015) – The New Jersey Lottery announced generated record sales of more than \$3 billion* for Fiscal Year 2015, marking the seventh straight year of record-breaking sales for the Lottery.

Sales topped last year’s results of \$2.90 billion.

Carole Hedinger, New Jersey Lottery Executive Director, said the increased sales are attributable to the innovations that have occurred across all departments of the Lottery.

“They include product innovation, expansion of our public engagement, an increased retailer base, refreshed advertising, and internal and external technological efficiencies,” she said. “I am extremely pleased with the management teams that have achieved these results. A solid groundwork has been laid for continued growth and innovation into the future.”

The New Jersey Lottery is the State’s fourth largest revenue producer, with 31 percent of sales going to its beneficiaries. Lottery revenues for the year have shown strong growth through May, and the State expects final collection totals for FY 2015 to echo that trend.

Since its inception in 1970, the Lottery has contributed more than \$23 billion to programs that benefit millions of New Jersey residents. Some of the programs and institutions include: the School Nutrition Program, Student Tuition Assistance Reward Scholarships (NJSTARS), higher educational services funding such as aid to county colleges, the Marie H. Katzenbach School for the Deaf, Homes for Disabled Soldiers and many others.

*Sales figures are estimated and unaudited



New Jersey Lottery • PO Box 041 • Trenton, NJ 08625 • NJLottery.com
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