



Philip D. Murphy, *Governor*
Sheila Y. Oliver, *Lt. Governor*
Elizabeth Maher Muoio, *State Treasurer*
James Carey, *Acting Executive Director*

FOR IMMEDIATE RELEASE

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NJ Lottery Receives Prestigious National Awards in TV and Radio Advertising

TRENTON (Nov. 15, 2019) – The New Jersey Lottery recently received two prestigious awards from the North American Association of State and Provincial Lotteries (NASPL) in the categories of TV and radio advertising.

The selection of New Jersey Lottery as the winner of the first-place “Batchy Award” in TV Advertising – Daily Draw Games for its “Last Weekend” TV commercial was announced at NASPL’s 2019 Annual Conference held in Little Rock, Arkansas. This TV ad depicted a lottery winner at work after enjoying a weekend with friends celebrating his \$300 win in the New Jersey Lottery Pick 3 game. The TV spot was part of the Lottery’s Pick 3 advertising campaign that reminded players that winning Pick 3 meant they could “live large for a little while” and that Pick 3 has more \$300 winners than all other Jersey draw games combined.

New Jersey Lottery was also announced as the winner of the “Batchy Award” in Radio Advertising – Keno Games for its radio spot “This Changes Everything,” telling New Jersey players about its Keno game, Quick Draw. The ad was designed to raise awareness about this entertaining game that is easy to play at bars, restaurants and traditional Lottery retailers around the state. The Quick Draw radio spot was part of the “What Kind of Winner will you be” campaign, highlighting how different players respond to winning the game.

“We are excited that New Jersey Lottery has been nationally recognized for its creative approach and excellence in advertising from among its peers in the lottery industry,” said New Jersey Lottery Acting Executive Director James A. Carey, Jr. “These distinguished awards are a tribute to our marketing team and our advertising agency of record, PureRED, whose impressive work developed these innovative, entertaining commercials.”

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can happen in Jersey.

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The NASPL Batchy Awards are named in honor of Ralph Batch who encouraged the exchange of ideas and information between lottery organizations. In 1971, he went on to become the first president of the National Association of State Lotteries, now known as the North American Association of State and Provincial Lotteries. The “Batchy Awards” honor his memory by recognizing lottery advertising that achieves the level of excellence Ralph Batch maintained throughout his life.

Selections are made by a panel of industry peers, with awards given in 36 different advertising categories that include the best use of humor in television advertising and the best in radio advertising.

About the NJ Lottery:

Since its inception in 1970, the Lottery has contributed more than \$26.8 billion to the State. As its fifth-largest revenue producer, the Lottery is a significant economic engine for New Jersey, 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.

About NASPL:

The North American Association of State and Provincial Lotteries (**NASPL**) was founded in 1971. Evolving from an informal exchange of information among three pioneering lottery directors, the organization has now grown into an active association representing 52 lottery organizations.

About PureRED:

PureRED is the leading Marketing Service and Technology Partner creating and delivering digital content at the scale, speed and precision required by large enterprise retailers and consumer marketers. Today, our 500+ tireless experts create digital content and experiences at a ferocious pace for 14 of the largest 25 retailers and consumer brands.

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