

**North American Association
of State & Provincial Lotteries**

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PRESS RELEASE

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Third Annual Lottery Week Recognizes Important Industry Contributions

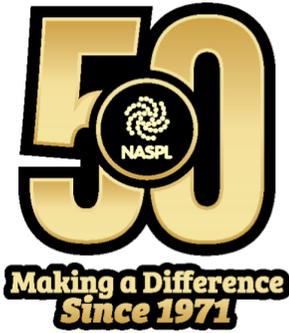
CONCORD, Ohio, July 12, 2021 – As America’s lotteries continue to report record sales and profits for fiscal year 2021 (which for most ended June 30), the North American Association of State and Provincial Lotteries (NASPL) – the industry’s trade association – would like to recognize the important role lotteries play in their jurisdictions by celebrating the third annual Lottery Week.

After all, lotteries were created to raise revenue for good causes, such as education, college scholarships, environmental conservation, senior citizen programs, tourism, tax relief, local aid for cities and towns, economic development and more. They do this by providing entertaining games that give all adults a chance to win big prizes for small stakes.

And it doesn’t end there. Throughout North America, lotteries provide hundreds of thousands of retailers with lottery-specific revenue as well as additional foot traffic, and provide tens of thousands of jobs either directly or indirectly. They also team up with responsible gambling groups to educate their retailers and consumers, encouraging safe, responsible play. In addition, lottery organizations and their partners in private industry are often involved in supporting local causes in other ways as well, by hosting events like food drives and community cleanups. And, of course, it provides a source of fun and exciting entertainment for all players, not to mention the big prizes for lucky winners.

NASPL created Lottery Week, which begins July 12 this year, to recognize all of these contributions by lotteries to the communities they serve. “We launched Lottery Week to showcase the good lotteries do in their communities,” said Executive Director David Gale. “In the U.S. alone, their creative and entertaining products produced more than \$23.7 billion in revenues to good causes during fiscal 2020.”

Lottery Week evolved from an idea implemented with great success by the Massachusetts Lottery in 2018. Declaring July 17, 2018, as National Lottery Day, Massachusetts offered consumers and retailers a special day of lottery promotions and celebrated the provision of billions of dollars in local aid since the state’s Lottery was created in 1972.



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About NASPL

The North American Association of State and Provincial Lotteries was founded in 1971. Evolving from an informal exchange of information among three pioneering lottery directors, the organization has grown into an active association representing 52 lottery organizations. NASPL's basic mission is to assemble and disseminate information on the lottery industry through education and communications, and where appropriate publicly advocate the positions of the Association on matters of general policy.

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