

## North American Association of State & Provincial Lotteries

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### **Inaugural Lottery Week Recognizes Important Industry Contributions**

CONCORD, Ohio, July 15, 2019 – As America’s lotteries continue to report record sales and profits for fiscal year 2019 (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.

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.

NASPL created Lottery Week, which begins July 15, 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 \$23.4 billion in revenues to good causes during fiscal 2018, plus some \$4.8 billion in revenues to retailers – from single-store mom-and-pops to massive corporate chains – for selling traditional lottery products. In addition, the industry suppliers that partner with lotteries also contribute to their communities by creating jobs and making substantial financial investments.”

Many lotteries have gone far beyond the role of selling traditional products, which include instant tickets and a multitude of draw games including Powerball and Mega Millions in the United States and Lotto Max and Lotto 6/49 in Canada. Nine American lotteries and four of the five Canadian lottery organizations are also involved in casino-style gaming in one way or another. All Canadian lotteries and an increasing number of American lotteries also offer sports betting.

“Governments around the world recognize that lotteries are effective, trusted operators for all games of chance, and even games of skill if those are authorized,” said Gale, adding that while sports betting is a brave new world for the United States, it is embraced by some 60 countries globally. “About 70 percent of sports betting revenue around the world is generated by lotteries.”

Lottery Week evolved from an idea implemented with great success by the Massachusetts Lottery last year. 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.

#### 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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