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NJ Lottery Wins Two Lottery Industry National Awards

TRENTON (July 27, 2021) – From among many submissions by lotteries across North America, the New Jersey Lottery was selected by the National Council on Problem Gambling (NCPG) as the winner of two prestigious awards: the Corporate People’s Choice Award and the Corporate Multi-Cultural Communications Award. The announcements were made at the Awards Ceremony conducted digitally on July 20, 2021 during the NCPG’s weeklong National Conference on Gambling Addiction and Responsible Gambling, attended by conference registrants from across the nation.

“These awards are significant achievements for the New Jersey Lottery and represent a team effort of creativity in advertising and communication to bring important responsible play messaging to residents across the state in various demographics,” said New Jersey Lottery Executive Director James A. Carey, Jr. “This is a huge achievement and we are honored to be the recipient of both of these important awards.”

The People’s Choice Award was presented to New Jersey Lottery from among four finalists in this category for its “Life is about balance” advertisement (see attached), recognizing it as the most popular print public awareness message of 2021. This ad states: “The New Jersey Lottery is a provider of fun and entertaining games that should be enjoyed responsibly. The lottery should not be considered or played as an alternative source of income.”

The Corporate Multi-Cultural Communications Award given to New Jersey recognizes the most effective multi-cultural outreach program using integrated communications channels. New Jersey was selected for its efforts to better relay responsible gaming messages to the Hispanic and Latino communities. The Lottery made it a priority to translate the “Responsibility” portions of the website to Spanish, including topics such as playing responsibly, underage gambling, office pools, and player security.

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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®.