

# FUN FACTS

About The



**LOUISIANA  
LOTTERY**  
CORPORATION

# Giving Louisiana A Reason to Smile

**Lottery Players.** Players discover an inexpensive, yet exciting form of entertainment in Louisiana Lottery games; in addition to winning more than \$4.75 billion in prizes since the Lottery's inception, they also enjoy second-chance drawings, free promotions and giveaways.

**K-12 Public Education.** Louisiana's constitution mandates that Lottery proceeds be used for the Minimum Foundation Program that funds K-12 public education. So far, that's amounted to about \$3.6 billion in contributions.

**Louisiana Businesses.** Roughly 2,900 businesses that sell Lottery tickets have earned nearly \$550 million in compensation since the Lottery began. In addition, the Lottery fuels the state's economy by supporting other local business such as printing, media and more.

**Louisiana Citizens.** The Lottery is actively engaged in corporate and fiscal responsibility. In addition to supporting local fairs, festivals and philanthropic events, the Lottery also receives an annual clean bill of health from the Legislative Auditor, international recognition for excellence in financial reporting, and was the first lottery in the country to receive industry verification of its quality assurance program.

In 2016, the Lottery was honored by Public Gaming Research Institute with its Sharon Sharpe Good Causes Award for having the highest percentage increase to bottom line funds contributed to its beneficiary!



# History of Supporting Good Causes

Governments have had a long history of offering lotteries to support public causes, with the first introduced in China over 2,000 years ago.

Closer to home, King James I authorized an English lottery in 1612 for the founding of Jamestown, Virginia. George Washington used a lottery to support the Revolutionary Army, and Benjamin Franklin printed lottery tickets. In the early years of our country, lottery proceeds funded the construction of 300 schools, 200 churches and 50 colleges including Harvard, Yale, Dartmouth and Princeton, as well as the city of Washington, DC.

The first modern lottery offering a drawing-based game was in New Hampshire in 1964, followed by New York in 1967. Massachusetts began offering the first instant-win scratch-off game in 1974. In 1985, lotteries in New Hampshire, Vermont and Maine worked together to create a multistate game, a precursor to today's national jackpot games, Powerball and Mega Millions.

Today, lotteries are a popular, ubiquitous form of entertainment present in 45 states, the District of Columbia, and the territories of Puerto Rico and U.S. Virgin Islands. Roughly half of American adults report purchasing a state lottery ticket within the last year (Gallup).

In fiscal year 2016, U.S. lotteries grossed \$73.5 billion in traditional lottery sales with \$22.5 billion contributed to public programs ranging from parks and recreation to senior services to education.



## Today's Louisiana Lottery. Public Mission. Corporate Structure.

Desiring a way to generate income without increasing taxes, the Louisiana Legislature introduced a constitutional amendment creating the Louisiana Lottery Corporation with a public mission and corporate structure due to its unique purpose of selling a product to earn state revenue. The amendment was subsequently approved by voters on Oct. 6, 1990 by a 7 to 3 margin and on Sept. 6, 1991, the first scratch-off *Louisiana Treasures* went on sale.

### Mission:

To generate maximum revenue for the State of Louisiana while upholding the highest standards of integrity and public trust.

### Vision:

We are a dynamic team of innovative professionals using cutting-edge technology to produce fun and engaging products for our customers.

### Values:

Ethics & Integrity. Innovation. Excellence. Accountability. Communication. Respect & Trust.

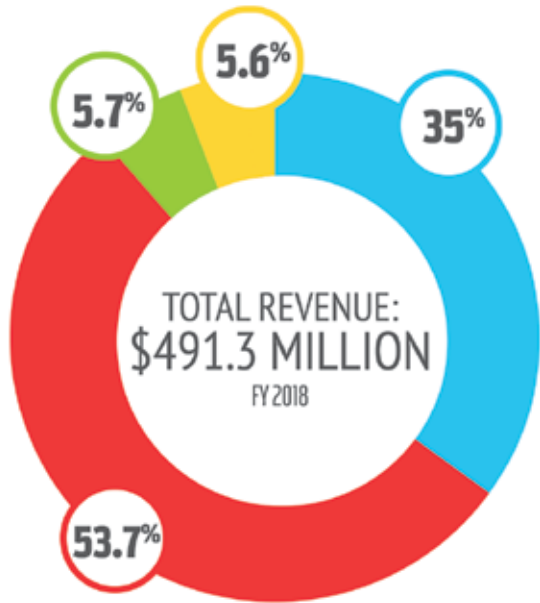
### Oversight:

The Lottery's president manages daily operations and strategic decision-making for the corporation under the supervision of a nine-member governing board of directors who serve staggered four-year terms. Members are appointed by the Governor from each congressional district, as well as a nominee of the Louisiana Oil Marketers and Convenience Store Association and an at-large member. The state treasurer serves as an ex-officio board member. The Joint Legislative Committee on the Budget approves the Lottery's annual budget. The Senate Judiciary B Committee and House Committee on Administration of Criminal Justice oversee administrative law. The Legislative Auditor witnesses drawings and conducts an annual fiscal audit of the Lottery.





# WHERE THE MONEY GOES



## ADDING IT UP!

CONTRIBUTED TO STATE  
SINCE INCEPTION:

\$3.58  
BILLION

PAID TO RETAILERS  
SINCE INCEPTION:

\$545.4  
MILLION

**Prizes:** About 53.7 percent of Lottery sales are reserved for prize expenses. Prizes not claimed are returned to players in the form of increased payouts on scratch-off tickets or promotions, per state law.

**State Transfers:** The Lottery statute mandates that at least 35 percent of all Lottery revenue be transferred to the state treasury for K-12 public education with the first \$500,000 in annual proceeds used for problem gambling programs. Louisiana ranks FIRST among all U.S. jurisdictional lotteries in percentage of revenue transferred to its beneficiaries.

**Operations:** The Louisiana Lottery is one of the most efficient in the nation, retaining less than 6 percent of revenue to fund its own statewide operations, including 125 employees, six regional claims offices, technology, advertising, ticket printing and more.

**Retailers:** Roughly 2,900 licensed retailers in Louisiana earn compensation on the sale of Lottery products from commissions, incentives for cashing players' winning tickets of up to \$600, and bonuses for selling jackpot and million-dollar winning tickets.

# SCRATCH OFFS

As the name implies, players remove a protective coating from a colorful ticket to reveal prizes ranging from a free ticket to \$200,000. Games cost \$1 to \$10 with higher-priced games offering richer prizes, better overall odds of winning and more chances to win on each ticket. As soon as the last top prize in a game has been claimed, the game is closed and players have 90 days in which to claim a prize.

The Lottery launches about 70 scratch-off games a year in quantities of about 600,000 to 2.6 million tickets. Scratch-offs account for 44 percent of Lottery sales.

From crawfish to Mardi Gras and everything in between, the Lottery supports and celebrates the state's unique cultural heritage through its scratch-off games and sponsorship dollars.



In 2011, the Lottery partnered with Troy and Jacob Landry of Swamp People to produce what would go on to become the year's best performing \$2 scratch-off in the country—*Choot 'Em!*



In 2015, the Lottery's *Spice It Up!* scratch-off featuring Tony Chachere's Creole Foods of Opelousas won Best New Instant Game from the North American Association of State & Provincial Lotteries.



In 2019, the Lottery partnered with Zatarain's to produce the \$2 game *Boil It Up!* which mimicked the brand's iconic seafood boil packaging.



For 11 years, the Lottery has partnered with the New Orleans Saints to produce a team-themed \$5 game with second-chance drawings for game-day experiences.





# JACKPOT GAMES

The Louisiana Lottery offers two instate games that offer rolling jackpots based on sales, including its first flagship draw-style game, Lotto, as well as Easy 5. Players win the games' cash jackpots by matching all the numbers drawn. Tickets can be purchased until 9:30 p.m. on the night of the drawing, which are Wednesdays and Saturdays at 9:59 p.m. Combined, these two games contribute about 7 percent of total sales.



<b>Sales Started</b>	January 1992	September 2007 (relaunch)
<b>Cost</b>	\$1	\$1
<b>How to Play</b>	6 of 40	5 of 37
<b>Starting Jackpot</b>	\$250,000	\$50,000
<b>Jackpot Odds</b>	1 in 3.8 million	1 in 435,897
<b>Overall Odds</b>	1 in 30	1 in 8

# DAILY NUMBERS GAMES

Pick 3 and Pick 4 allow players to choose their own playstyle and wager with corresponding set prizes for matching a 3 or 4 digit number drawn nightly at 9:59 p.m. Daily numbers games Pick 3 and Pick 4 make up 20 percent of Lottery sales.

Ways to Play Pick 3 & Pick 4	Ticket Option
Straight: Match all digits in exact order to win	\$1 or 50-cent
Box: Match all digits in any order to win	\$1 or 50-cent
Straight/Box: Combines a 50-cent Straight play and a 50-cent Box play	\$1
Combo: Combines all possible Straight combinations on one play	Varies



<b>Top Prize \$1 Wager/Straight</b>	\$500	\$5,000
<b>Top Prize 50-cent Wager/Straight</b>	\$250	\$2,500
<b>Straight Odds</b>	1 in 1,000	1 in 10,000

# Drawing Security

Drawings for Louisiana games are conducted at Lottery headquarters in Baton Rouge in a special room secured by alarms, motion detectors and video cameras. Each drawing is conducted using one of two tamper-proof, stand-alone automated drawing machines which are completely separate from the system that generates tickets, so the number of winners or where the winning tickets were sold is not known until after the drawing has occurred.

To maximize security, access to the Lottery's drawing room, machines and system log-on screen

are each reliant upon a dual key and password system from both a drawing official and a legislative auditor.

The drawing machines pass independently verified and internationally benchmarked batteries of tests for producing random numbers. Prior to each drawing, the machine to be utilized is randomly selected. Several encryption algorithms ensure randomness and security of the data. The system selects the winning numbers based on the game matrix parameters from the tested and secure raw data, displays them on the animated display console and writes them to a log file. The official results are also printed and signed off on by both the Lottery drawing official and the legislative auditor overseeing the drawing.





# MULTISTATE GAMES



The Louisiana Lottery is one of 47 jurisdictional lotteries participating in the multistate games Powerball and Mega Millions, which offer multimillion-dollar jackpots created by national ticket sales. To win the jackpot, players must match all six of the numbers drawn, but there are other prize levels for different matching combinations. Jackpots are advertised as 30-year graduated annuities that build until they are won, with the cash value available as a lump-sum payment option. These two games account for about 27 percent of Lottery sales.



<b>LA Sales Started</b>	March 1995	October 2012
<b>Base Ticket Cost/ Multiplier Add-On</b>	\$2 Power Play: \$1	\$2 Megaplier: \$1
<b>How to Play</b>	5 of 69 + 1 of 26	5 of 70 + 1 of 25
<b>Starting Jackpot</b>	\$40 million	\$40 million
<b>Jackpot Odds</b>	1 in 292.2 million	1 in 302.6 million
<b>Match-5 Prize</b>	\$1 million	\$1 million
<b>Color-ball Only Prize</b>	\$4 for Powerball only	\$2 for Mega Ball only
<b>Overall Odds</b>	1 in 24.9	1 in 24
<b>Purchase Until</b>	9 p.m. on draw nights	9 p.m. on draw nights
<b>Live TV Drawings</b>	Wednesdays & Saturdays @9:59 p.m. Tallahassee, Fla.	Tuesdays & Fridays @10 p.m. Atlanta, Ga.
<b>Multipliers</b>	2X-10X*	2X-5X

\*10X added to field when advertised jackpot is \$150 million or less.



Louisiana  
**POWERBALL**  
Jackpot Winners

Louisiana has had 17 Powerball jackpot winners – the largest being \$97 million in 2008 – for a total of more than 80 Powerball millionaires.

# WHAT WINNERS WANT TO KNOW

## How long do I have to claim a prize?

Draw-style game winners have 180 days of the drawing and scratch-off prize winners have 90 days of the official game closure date to claim a prize.

## What happens to expired prizes that aren't claimed?

They're deposited into the Lottery's unclaimed prize fund, which by law is used to increase the payout on our scratch-off games or to pay for player promotions.

## Where can I claim a prize?

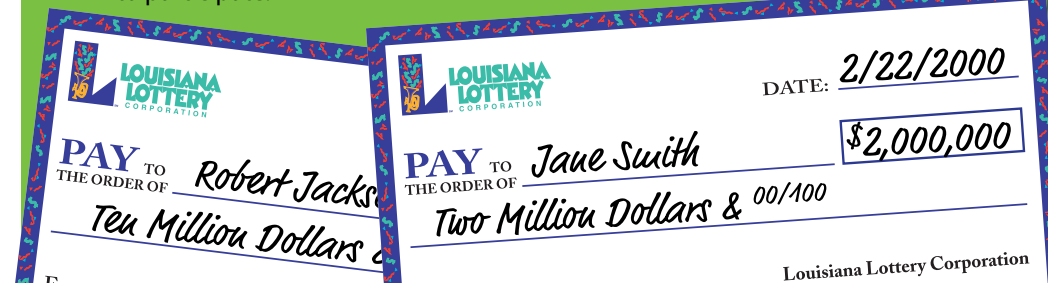
Prizes up to \$600 can be claimed at retailers. Prizes over \$600 should be claimed at a Lottery regional office. Powerball and Mega Millions prizes over \$510,000 and Lotto jackpot prizes must be claimed at Lottery headquarters in Baton Rouge.

## Will taxes be taken out of my prize?

By law all prizes are reportable income for tax purposes. The Lottery is required to report to state and federal tax entities, prizes over \$600 and must withhold 24 percent federal tax from prizes over \$5,000 and 5 percent state tax from prizes of \$5,000 or more.

## Can I remain anonymous?

By state law, all prize payment records are public record, meaning that the public has a right to request the information. Depending upon the amount won and public or media interest in the win, winners may NOT be able to remain anonymous. The statute also allows the Lottery to use winners' names and city of residence for publicity purposes, such as news releases. However, the Lottery's regular practice is not to use winner information in paid advertising or product promotion without the winner's willingness to participate.



# Promoting *Responsible Play*

The Louisiana Lottery is dedicated to offering its games as a FUN entertainment option for adults. That's why we encourage playing responsibly by:

- Considering the money lost as the cost of entertainment.
- Setting a dollar limit and sticking to it.
- Setting a time limit and sticking to it.
- Accepting losing as part of the game.
- Not borrowing money to gamble.
- Not allowing gambling to interfere with family, friends or work.
- Not gambling to win back losses.
- Not gambling as a way to cope with emotional or physical pain.
- Understanding the warning signs of problem gambling.

In addition, the Lottery strongly upholds state law which prohibits those under the age of 21 from purchasing tickets.

To further support the problem gambling awareness efforts of the Office of Addictive Disorders, and prevent underage play, the Lottery:

- Distributes responsible play brochures in retailer play centers.
- Prints the problem gambling helpline number, 1-877-770-7867, and minimum age requirement on Lottery advertising and materials.
- Trains retailers through the state's Responsible Vendor Program.
- Transfers \$500,000 of annual Lottery proceeds to fund problem gambling programs, according to the state's constitution.
- Adheres to strict advertising and media guidelines regarding the positioning of its products.



# Protecting *Players*

To ensure the best possible playing experience, the Lottery suggests these tips for playing smart:

## 1. Sign the back of your ticket immediately after purchase.

Signing the back of your ticket is the single most important way to prevent theft and demonstrate ownership of the ticket. Any alteration to a winning ticket worth more than \$600 is cause for a security investigation.



## 2. Learn how to play and check your ticket.

Have an idea of how much you have won before cashing your tickets. Familiarize yourself with game rules and winning combinations found on our website, on scratch-off game tickets and in the *All Games Guide* brochures in our play centers. Winning numbers are available by calling the Lottery's winning numbers hotline (225-297-2350). They are also broadcast nightly on official Lottery television stations and can be printed from retailer ticket terminals.

## 3. Watch the Customer Display Unit to verify any winnings.

Pay attention to the discreet Lottery Customer Display Unit when having your ticket cashed. The small screen will tell you whether your ticket is a winner and how much you have won. If your ticket has won more than \$600, the display will direct you to a Lottery office to claim your prize.



## 4. Ask for a Validation Receipt.

If you question the amount you are told when cashing in your ticket, ask the retailer for a receipt which will contain the value of the winning ticket. If you are told your ticket is not a winner, you may request its return. There is no reason for a retailer to keep a nonwinning ticket.

## 5. Report any concern right away.

To report a problem or concern with cashing a winning ticket, contact us immediately at [signitnow@louisianalottery.com](mailto:signitnow@louisianalottery.com). Please be sure to include detailed information about your concern, including the date, time and retail location where the incident occurred.

## Ways to Connect

Connect with the Louisiana Lottery to get the latest updates on new games, winners in your area and the chance to win merchandise in fun and FREE promotions – if you're at least 21 years of age. Plus, interact with us and get your Lottery questions answered!



**Club Lotteaux.** Join the Lottery's player's club to receive email, including winning numbers for your favorite game, a heads-up on game changes or members-only promotions. Visit [louisianalottery.com](http://louisianalottery.com) to join. It's FREE!



**YouTube.** [youtube.com/playlouisianalottery](http://youtube.com/playlouisianalottery)  
Subscribe to our channel for videos of winner experiences, how-to-play instructions and the antics of our game mascots.



**Facebook.** [facebook.com/louisianalottery](http://facebook.com/louisianalottery)  
Like us for fun promotions, conversations, winner stories, news about unclaimed prizes, game launches and more.



**Twitter.** @LALottery  
Follow us for nightly winning numbers, promotions, player news and more.



**Instagram.** @lalottery  
Check our posts for pics of what's happening at the Lottery.

## Giving Back. It's How We Roll.

In addition to raising more than \$3.6 billion for K-12 education since our inception, the Louisiana Lottery is also proud to support more than 130 nonprofit community events each year, including local fairs and festivals, that further enrich the economic development, arts and culture of our state.



[louisianalottery.com](http://louisianalottery.com)



Ticket purchasers must be at least 21 years of age.

If you or someone you know has a gambling problem, call: 1-877-770-7867.



# LOTTERY OFFICES

## Corporate Headquarters

555 Laurel Street | Baton Rouge, LA 70801  
**(225) 297-2000**

## New Orleans

Clearview Palms Shopping Center  
2222 Clearview Parkway, Suite B-3 | Metairie, LA 70001  
**(504) 889-0031**

## Baton Rouge

555 Laurel Street | Baton Rouge, LA 70801  
**(225) 297-2290**

## Lafayette

Centerpiece Shopping Center  
5520-L Johnston Street | Lafayette, LA 70503  
**(337) 262-5413**

## Alexandria

Emerald Square Shopping Center  
1325 MacArthur Drive | Alexandria, LA 71301  
**(318) 487-5005**

## Monroe

1128 Pecanland Mall Drive | Monroe, LA 71203  
**(318) 362-5460**

## Shreveport

Old River Marketplace  
767 Shreveport Barksdale Highway | Shreveport, LA 71105  
**(318) 869-6550**

For winning numbers and jackpot information  
call: (225) 297-2350.

**[louisianalottery.com](http://louisianalottery.com)**

