

# PRESS KIT



The Georgia Lottery Corporation  
is making a difference in the lives of students across  
the state of Georgia... *from ABCs to college degrees!*

# HISTORY OF LOTTERIES



**GEORGIA**  
LOTTERY

## *History of Lotteries:*

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### **HISTORICAL OVERVIEW**

Lotteries have provided entertainment and public funds for centuries. The first state-organized lottery with cash prizes was in Italy in 1530. The idea soon spread to England and, in the early 1600s, crossed the Atlantic with the first settlers.

In America, the first lottery was held in Jamestown in 1612 and provided half the budget for the town's settlers. George Washington used a lottery to support the Revolutionary Army, and Thomas Jefferson used lotteries to fund public projects.

Lotteries were especially popular in the South, which, like other regions of the country, used the proceeds to fund construction of bridges, toll roads and schools. From 1790 until the Civil War, lottery proceeds funded the construction of 300 schools, 200 churches and 50 colleges including Harvard, Yale and Princeton.

The first lotteries in Georgia were authorized in 1784 and 1785 to raise money for a hospital and poorhouse for seamen in the city of Savannah. Several more were authorized between 1790 and 1839 for the same purpose in Savannah and for a variety of public works projects including a courthouse in Screven County, construction of streets in Milledgeville and a fire company in Augusta.

### **MODERN LOTTERIES**

The first modern state-operated lottery was authorized in 1964 in New Hampshire. Proceeds went to support education. Today, lotteries are legally operated in 42 states, plus the District of Columbia, and revenues fund a variety of initiatives, including transportation, prison construction, economic development, environment and natural resources programs, and senior citizens centers. Georgia and 15 other states have earmarked their lottery proceeds solely for education.

# EDUCATIONAL USES OF LOTTERY PROCEEDS



**MORE THAN \$9 BILLION TO THE STUDENTS OF GEORGIA!**

## **EDUCATIONAL USES OF LOTTERY PROCEEDS:**

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The Georgia Lottery for Education Act specifies that proceeds from lottery sales are used for the following three educational areas: 1) Tuition grants, scholarships or loans to undergraduate college students and teachers who seek advanced degrees in critical areas of need; 2) Voluntary prekindergarten programs; and 3) Technology Grants to train teachers in the use and application of advanced technology and capital outlay projects for educational facilities.

- **Tuition grants, scholarships, or loans to college students and teachers:** This is called Georgia's HOPE (Helping Outstanding Pupils Educationally) Scholarship Program. Georgia high school graduates with a "B" average in core-curriculum classes are eligible to receive a grant that assists in covering tuition, mandatory fees and a book allowance at Georgia public colleges/universities and a \$3,000 scholarship to attend Georgia private colleges/universities. HOPE provides complete tuition, mandatory fees and a book allowance for public technical institutes. The HOPE PROMISE Teacher Scholarship Program provides tuition assistance to undergraduate students who aspire to be teachers in Georgia's public schools. The HOPE Teacher Scholarship Program offers tuition assistance to teachers who seek graduate degrees in critical areas of need. **Contact: Georgia's HOPE Scholarship Program, Georgia Student Finance Commission; 2082 East Exchange Place, Suite 100, Tucker, Georgia, 30084; Toll Free 1-800-546-HOPE (4673).**
- **Voluntary prekindergarten:** Funding is provided on a competitive basis and is available to school systems, public or private non-profit providers and private for-profit providers. **Contact: The Georgia Prekindergarten Program, Bright from the Start: Georgia Department of Early Care and Learning, 10 Park Place South, Suite 200, Atlanta, Georgia, 30303; (404) 656-5957 or Toll Free 1-888-4GA-PREK.**
- **Technology Grants and Capital Outlay projects for educational facilities:** From inception to Fiscal Year 2003, more than \$1.8 billion was appropriated to capital outlay projects and technology grants for our schools. Funds were used for elementary, middle and high school instructional technology (computer hardware and software, automation of media centers, satellite dishes and/or networking). Also, these funds were used for technology centers to train teachers and administrators in how to incorporate technology into the curriculum and to provide technology and media specialists to support this advanced technology in the schools. These funds provided all Georgia public schools, public libraries, and DTAE institutions with ready access to the Internet. This enabled Georgia's K-12th grade students to access the resources of Georgia's university libraries. Funds were used to purchase video surveillance equipment, some exterior lighting and fencing to make Georgia's schools safer. **For information on classroom technology contact the Georgia Department of Education, 1966 Twin Towers East, Atlanta, Georgia, 30334 (404) 656-2521; Fax: (404) 657-6822. For information on school construction projects call the Office of Facilities and Services at (404) 656-2454.**

# EDUCATION



THE GEORGIA LOTTERY CORPORATION HAS  
TRANSFERRED  
MORE THAN **\$9 BILLION**  
TO THE STUDENTS OF GEORGIA



## HOPE Scholarship Program

- Since inception of the program, more than **1 million** Georgia students have earned HOPE Scholarships.
- FY 1994 - FY 2007 Appropriations total more than **\$4.12 billion**.

## Voluntary Prekindergarten Program

- Since inception of the program, more than **790,000 4-year-olds** have participated in Georgia's Prekindergarten Program.
- FY 1994 - FY 2007 Appropriations total more than **\$2.99 billion**.

## Capital Outlay Projects and Technology Upgrades

- All of Georgia's public schools have benefited from capital outlay spending and technological improvements.
- FY 1994 - FY 2003 Appropriations totaled **\$1.8 billion**.

# FACTS & FIGURES



## **FACTS and FIGURES:**

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- **GEORGIA LOTTERY MISSION STATEMENT:** To maximize revenues for specific education programs by providing entertaining lottery products and quality customer service to our retailers and players, while maintaining the integrity of the Georgia Lottery Corporation and its games.
- The Georgia Lottery was created in November 1992 by the people of Georgia to enhance educational funding. The Lottery for Education Act created the Georgia Lottery Corporation (GLC) to oversee and operate the lottery.
- On June 29, the Georgia Lottery began selling tickets. First-week sales of more than 52 million tickets set a new opening week lottery sales record of \$7.80 per capita.
- Within five months, the lottery met its first-year sales goal of \$463 million, and ended its first full year in operation with \$1.1 billion in total sales. The lottery's first-year per capita sales of \$164.81 set a new national record, surpassing the previous mark of \$128 set by Florida in 1988, effectively making the Georgia Lottery the most successful start-up state lottery ever.
- The Georgia Lottery was able to pay back its start-up line of credit within two weeks of start-up.
- On average the Georgia Lottery offers 40-45 instant games at any given time and has six on-line, or computerized, games — CASH 3, CASH 4, Fantasy 5, Win for Life, Mega Millions and Keno.
- Lottery tickets are now being sold at more than 7,700 authorized retailer locations in Georgia.
- The Georgia Lottery Corporation currently employs approximately 250 people statewide.
- The GLC currently has eight district offices. They are located in Atlanta, Augusta, Columbus, Dalton, Duluth, Macon, Savannah and Thomasville.
- According to the Georgia Lottery for Education Act and the Georgia Constitution, Georgia Lottery proceeds are used to fund specific education programs: 1) With a "B" average, Georgia students may qualify for Georgia's HOPE scholarships that may be used at eligible public and private colleges and universities and public technical institutes for tuition, mandatory fees and book allowances; for tuition assistance for undergraduate students who aspire to be teachers; and for tuition assistance to teachers who seek advanced degrees in critical areas of need; 2) The Georgia Prekindergarten Program for all four-year-olds; and 3) capital outlay projects including computer and other technological upgrades for schools, technical institutes, colleges and universities in the state.
- More than 1 million students have been able to attend colleges and technical institutes through Georgia's HOPE scholarship program; more than 790,000 four-year-olds have attended Georgia's Prekindergarten Program; and all of Georgia's public schools have benefited from over \$1.8 billion in capital outlay, computer and technology upgrades.

# GLOSSARY



- GLC:** Georgia Lottery Corporation. A public corporation created by law and responsible for the day-to-day operation of the Georgia Lottery.
- LOTTERY:** Any game of chance where the player pays for the opportunity to win a prize.
- BOARD OF DIRECTORS:** An independent, seven-member board, appointed by the Governor to oversee the operation of the GLC.
- RETAILER:** Any business that has completed the application process and is authorized by the GLC to sell Georgia Lottery tickets.
- ON-LINE GAME:** Any game in which the player's number selection is entered into a computer terminal and immediately recorded at the Lottery's headquarters site. CASH 3, CASH 4, Fantasy 5, Win for Life, Mega Millions and KENO! are on-line games.
- LOTTO:** A computerized lottery game in which the player selects five or six numbers from a specified field of numbers.
- INSTANT GAME:** A lottery game offering pre-printed tickets with an opaque latex coating that players scratch off to immediately reveal whether or not a prize is won.
- KENO!:** A Georgia Lottery game in which the player selects how many numbers (spots) to play and picks up to 10 numbers from a field of 1 through 80. Every four minutes, 20 numbers from the field of 1 through 80 are selected and displayed on the KENO! monitor. The amount won is based on how many numbers are matched each draw.
- MULTI-STATE:** A game with more than one state sharing in the jackpot prize pool.
- JACKPOT:** The largest prize players can win for Mega Millions. The prize accumulates in size from one drawing to the next until it is won.
- TOP PRIZE:** The largest prize players can win for CASH 3, CASH 4, Fantasy 5, Win for Life, Instant Games and KENO!.

# GLOSSARY



|                         |   |
|-------------------------|---|
| <b>ROLLOVER:</b>        | Money in a jackpot or top prize added to the next drawing when no one wins the jackpot or top prize. The rollover applies to Fantasy 5 and Mega Millions.   |
| <b>PAYOUT:</b>          | The prize amount won by players.  |
| <b>PLAY SYMBOLS:</b>    | Dollar amounts, numbers or other symbols concealed beneath the latex coating on an instant game ticket. These help to determine whether or not a ticket is a winning ticket.  |
| <b>PRIZE POOL:</b>      | The total amount of prizes available to be won by players in a game.  |
| <b>ANNUITY:</b>         | United States Government Treasury securities purchased by lotteries that pay off a large jackpot to the winner in equal annual installments. The treasury securities earn interest, which is paid to the winner along with the principal. |
| <b>CASH OPTION:</b>     | Value of an annuitized jackpot without accumulated interest primarily based upon sales.   |
| <b>LIABILITY LIMIT:</b> | A feature whereby the Lottery sets a limit on a number combination. Once the liability limit is reached, no further plays can be placed with that combination.  |
| <b>ADVANCE PLAY:</b>    | Players can play the same numbers for one or more future drawings in advance of the next scheduled drawing.   |
| <b>MULTI-DRAW:</b>      | Players can play the same numbers for one or more future drawings in advance of the next scheduled drawing. The play must include the current draw and cannot skip any draws.   |
| <b>QUIK PIK:</b>        | A number selection system allowing the computer terminal to randomly select some or all of a player's numbers.  |

# GAMES

## INSTANT GAMES

- The first two instant games, Georgia Millionaire and Instant Cash, were introduced on June 29, 1993.
- Overall odds of winning any instant game prize vary with each game.
- On average, the Georgia Lottery offers 40-45 instant ticket games at any given time.
- Approximately two new instant games are introduced every other week.



## CASH 3

- Midday drawings are held every afternoon except Sundays at 12:29 p.m.
- Evening drawings are held every night at 6:59 p.m.
- First drawing on August 10, 1993.
- Midday drawings began January 12, 1998.
- CASH 3 was the first on-line game introduced.
- The top prize for CASH 3 is \$500.
- Odds for winning the top prize are approximately 1:1,000.
- There are seven different ways to win.
- To play CASH 3, select a 3-digit number from 000 to 999. There are 1000 possible number combinations.
- Quik Pik introduced for CASH 3 on February 6, 1994.
- CASH 3 players can select the same numbers for up to seven (six for midday) consecutive drawings with the Multi-Draw feature. The play must include the current draw.
- CASH 3 players can play the same numbers for any future drawing through the next six drawings (five for midday) in advance of the next scheduled drawing for a total of seven draws by selecting the Advance Play feature.



## CASH 4

- Midday drawings are held every afternoon except Sundays at 12:29 p.m.
- Drawings are held every night: Sunday, Monday, Wednesday and Thursday at 11:00 p.m. and Tuesday, Friday and Saturday at 11:34 p.m.
- First drawing on April 6, 1997. Midday drawing was introduced on February 5, 2001.
- The top prize for CASH 4 is \$5,000.
- Odds for winning the top prize are approximately 1:10,000.
- There are 13 different ways to win.
- To play CASH 4, select a 4-digit number from 0000 to 9999. There are 10,000 possible number combinations.
- CASH 4 players can select the same numbers for up to seven consecutive drawings (six for midday) with the Multi-Draw feature. The play must include the current draw.
- CASH 4 players can play the same numbers for any future drawing through the next six drawings (five for midday) in advance of the next scheduled drawing for a total of seven draws by selecting the Advance Play feature.



# GAMES

## KENO!

- Daily drawings are held every four minutes from 5:00 a.m. until 1:00 a.m.
- First drawing on October 2, 2005.
- The top prize for KENO! is \$1,000,000.



**KENO!**

## FANTASY 5

- Drawings are held every night: Sunday, Monday, Wednesday and Thursday at 11:00 p.m. and Tuesday, Friday and Saturday at 11:34 p.m.
- First drawing on November 18, 1994.
- Overall odds of winning any Fantasy 5 prize are approximately 1:8.77.
- Odds for winning the top prize are approximately 1:575,000.
- There are four different ways to win.
- To play, select any five numbers from a field of 1 to 39.
- Fantasy 5 players can select the same numbers for up to 14 consecutive drawings with the Multi-Draw feature. The play must include the current draw.



## WIN FOR LIFE

- Drawings are held every Wednesday and Saturday at 11:00 p.m.
- First drawing on March 1, 2006.
- Win for Life states include: Georgia, Virginia and Kentucky.
- Overall odds of winning any Win for Life prize are approximately 1:21.
- Odds for winning the jackpot prize are approximately 1:5.2 million.
- There are eight different ways to win.
- To play, select any six numbers from a field of 1 to 42.
- Win for Life players can select the same numbers for up to 10 consecutive drawings (\$1 per play per draw) with the Multi-Draw feature. The play must include the current draw.



## MEGA MILLIONS

- Drawings are held live in Atlanta every Tuesday and Friday at 11:00 p.m.
- First drawing on May 17, 2002.
- Mega Millions states include: Georgia, Illinois, Maryland, Massachusetts, Michigan, New Jersey, New York, Ohio, Texas, Virginia, Washington state and California.
- Overall odds of winning any Mega Millions prize are approximately 1:39.
- Odds for winning the jackpot prize are approximately 1:175 million.
- There are nine different ways to win.
- To play, select five numbers from a field of 1 to 56 and select the Mega Ball number from a field of 1 to 46.
- Mega Millions players can select the same numbers for up to 10 consecutive drawings (\$1 per play per draw) with the Multi-Draw feature. The play must include the current draw.
- Annuity winners are paid in equal installments over a period of 26 years. Winners have 60 days from their claim date to change from annuity to Cash Option.



# MEGA MILLIONS

For additional information and contacts, please visit the Mega Millions Media Center at:  
[www.megamillions.com](http://www.megamillions.com)

State: GEORGIA

Population: 9.07 million

President and CEO: Margaret R. DeFrancisco

Year Lottery Founded: 1993

Sales Since Inception: \$29.5 billion

Profits Since Inception: \$9 billion

Fiscal Year 2006 Sales: \$3.1 billion

Fiscal Year 2006 Profits: \$822 million

Profits Used for: education (Georgia's HOPE Scholarship Program, Georgia's Prekindergarten Program, and capital outlay and technology initiatives)

Media Relations Manager: Tandi Reddick, 404-215-5062

[media@galottery.org](mailto:media@galottery.org)

Web site: [www.galottery.com](http://www.galottery.com)

State: CALIFORNIA

Web site: [www.calottery.com](http://www.calottery.com)

State: ILLINOIS

Web site: [www.illinoislottery.com](http://www.illinoislottery.com)

State: MARYLAND

Web site: [www.mdlottery.com](http://www.mdlottery.com)

State: MASSACHUSETTS

Web site: [www.masslottery.com](http://www.masslottery.com)

State: MICHIGAN

Web site: [www.michigan.gov/lottery](http://www.michigan.gov/lottery)

State: NEW JERSEY

Web site: [www.state.nj.us/lottery/](http://www.state.nj.us/lottery/)

State: NEW YORK

Web site: [www.nylottery.org](http://www.nylottery.org)

State: OHIO

Web site: [www.ohiolottery.com](http://www.ohiolottery.com)

State: TEXAS

Web site: [www.txlottery.org](http://www.txlottery.org)

State: VIRGINIA

Web site: [www.valottery.com](http://www.valottery.com)

State: WASHINGTON

Web site: [www.walottery.com](http://www.walottery.com)

# WIN FOR LIFE

For additional information, please visit the Win for Life Web site at:  
[www.winforlifegame.com](http://www.winforlifegame.com)

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State: KENTUCKY  
Web site: [www.kylottery.com](http://www.kylottery.com)

State: VIRGINIA  
Web site: [www.valottery.com](http://www.valottery.com)