

CALIFORNIA LOTTERY®

NEWS

FOR IMMEDIATE RELEASE

February 25, 2010
LPR 041-10

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Lottery Teams Up with Peace Officers' Memorial Foundation on Scratchers® Ticket

SACRAMENTO – The California Lottery and the California Peace Officers' Memorial Foundation (CPOMF) have again joined forces to create a Scratchers ticket. Based on the success of last year's initial partnership which raised \$262,000 for the CPOMF, the ticket, again named "In the Line of Duty," pays tribute to peace officers and assists the families of their fallen colleagues.

"We are pleased to continue our partnership with the foundation to support the families left behind by peace officers who have made the ultimate sacrifice for our state," Lottery Director Joan Borucki said. "Customers can help support the work of the foundation by buying the ticket."

Part of the proceeds from the Scratchers ticket, up to \$300,000, will go to support the foundation. That payment is a licensing fee that will not interfere with the amount of money that the Lottery pays out to education.

"This partnership is a win-win situation for both our organizations," said Don Novey, Executive Director of the California Peace Officers' Memorial Foundation. "We hope the "In the Line of Duty" Scratchers ticket reminds Californians of the commitment peace officers make every day."

The ticket costs \$2 and is available now at more than 21,000 retail locations statewide.

The California Lottery is celebrating 25 years of enhancing education and supporting local communities. More than 95 cents of every Lottery dollar is returned to the community in the form of contributions to education, prizes and retail commissions. The California Lottery contributes at least 34 cents of every dollar that players spend on Lottery products to public education and returns more than 50 percent of sales to players in the form of prizes. Since the Lottery's inception in 1985, Lottery players have contributed more than \$22 billion to California schools out of total sales of nearly \$59 billion. Retailers benefit too, earning \$3.8 billion in compensation since 1985.

The California Peace Officers' Memorial Foundation is a non-profit charitable foundation whose mission is to recognize and honor California's peace officers who gave their lives 'In the Line of Duty' serving the citizens of this great state, and provide support to the family members left behind.

www.calottery.com

SUPPORT THE CALIFORNIA PEACE OFFICERS' MEMORIAL FOUNDATION

Play our "In The Line of Duty" Scratchers® game

A call out to all California peace officers, friends, and supporters...
Help make this "In The Line of Duty" Scratcher® a success

The California Peace Officers' Memorial Foundation is fortunate to once again partner with the California Lottery on our "In The Line of Duty" Scratchers® game. This partnership supports the CPOMF mission to **recognize and honor California's peace officers who gave their lives 'In The Line of Duty' serving the citizens of this great state, and provide support to the family members left behind.** Future collaborations depend on the success of this game, so please buy your Scratcher® today!

Supports the California Peace Officers' Memorial Foundation

Enter 2nd Chance Draw ONLY at calottery.com/REPLAY

\$2

IN THE LINE OF DUTY

Supports the California Peace Officers' Memorial Foundation

WINNING NUMBERS

YOUR NUMBERS

Match any of YOUR NUMBERS to either WINNING NUMBER to win prize shown. Uncover a BADGE symbol and automatically win that prize! Uncover a 4X to automatically win 4 times that prize!

WIN UP TO \$10,000!

XXXXXX-XXX

SCRATCHERS by lottery

After game start, some prizes, including top prizes, may have been claimed. Keep it real. Play responsibly. Must be 18 or older to play. ©2010 California Lottery. 18,000 2/10 Error 000

The CPOMF wins and you could too!

THANK YOU FOR YOUR SUPPORT

The California Peace Officers' Memorial Foundation is a 501(c)(3) non-profit charitable foundation.
For more information please visit our website at www.camemorial.org

Q & A:

California Peace Officers' Memorial Foundation Scratchers® Ticket

Q: How does this ticket support the California Peace Officers' Memorial Foundation?

A: The California Peace Officers' Memorial Foundation will receive a licensing fee from the California Lottery generated from the proceeds of ticket sales. We believe this ticket provides the double benefit of supporting an important foundation while supporting the mission of the California Lottery.

Q: Why is the California Lottery partnering with the California Peace Officers' Memorial Foundation?

A: Over the past several years the Lottery has used licensed properties for our games and we have also been reaching out to create new and innovative partnerships. We seek partners who will generate an interest our players share and to attract infrequent or non-players to our games. In this case we have the added benefit of helping generate funds for a very important cause. We believe that these partnerships are mutually beneficial.

Q: Will supplementary funding to education be impacted?

A: No, this Scratcher does not differ from many other Scratchers tickets in the past. Education will continue to benefit, as it has on other Scratchers tickets.

Q: Is the ticket currently available in stores?

A: The "In the Line of Duty" ticket has been available since February 22, 2010, at all of our more than 20,500 retailers across the state.

Q: How much is the ticket?

A: The ticket costs \$2.

Q: How much can someone win?

A: The ticket's top prize is \$10,000.

Q: How do I play?

A: Once you've purchased your \$2 "In the Line of Duty" Scratchers ticket, you scratch off the area in the bottom right. You match the winning numbers with your numbers below. If players uncover a "BADGE" symbol, they automatically win that prize. If players uncover a "4X" symbol, they win four times the prize shown.