



September 24, 2024

NYSGC’s “Benefiting Public Schools” Ad Campaign Reminds New Yorkers that Lottery Revenue Funds Public Schools

New York Lottery Delivered \$86.2 Billion to New York State’s Public Schools Since 1967

The New York State Gaming Commission launched a TV and radio advertising campaign to remind New Yorkers that every dollar spent on New York Lottery games benefits New York’s public schools.

“Every time you play the New York Lottery, our public schools win,” said Commission Chairman Brian O’Dwyer. “The Lottery has generated more than \$86 billion for New York’s public schools since 1967, benefiting countless students who have walked their halls. This campaign reminds New Yorkers that Lottery revenue has helped generations of New Yorkers make their dreams come true through a strong education.”

The campaign, “A Chance to Dream,” was created in partnership with the award-winning creative agency McCann New York and is available in English and Spanish in both :15 and :30 segments for TV and radio:

- [A Chance to Dream TV :30](#)
- [A Chance to Dream TV :15](#)
- [A Chance to Dream Radio :30](#)
- [A Chance to Dream Radio :15](#)

In New York, all that anyone is looking for is a chance. In a place with endless possibility, New York Public Schools give students the chance to find their voice in a chorus of millions. To learn small lessons in the gym before shining in the league. To play their first notes before striking a chord with the rest of the world. To not only be inspired to study the stars, but see them up close. Every time you take a chance on the New York Lottery, our schools win. SUPER: More than \$86 Billion contributed to New York Public Schools since 1967.

The [New York Lottery’s website](#) includes additional information on aid to education, including a breakdown of how much each school district in the State has received in lottery revenue.

The New York Lottery continues to be North America’s largest and most profitable Lottery, contributing \$3.8 billion in Lottery Aid to Education for Fiscal Year 2023-2024 to more than 700 school districts across the state.

Those seeking help can call New York State’s free and confidential HOPEline 24/7 at 1-877-8-HOPENY (1-877-846-7369) or text HOPENY (467369).

###