



Chris Christie, Governor
Kim Guadagno, Lt. Governor
Ford M. Scudder, State Treasurer
Carole Hedinger, Executive Director
Benefits Education and Institutions

FOR IMMEDIATE RELEASE
Media Contact: Judith L. Drucker
Chief Communications Officer
Judith.Drucker@lottery.nj.gov
Phone: (609) 599-5875

Quick Draw Has Launched in New Jersey! *Kick-off Party Will be Held at 8th Street Tavern in Hoboken*

TRENTON, N.J. (July 17, 2017) – Today, the New Jersey Lottery launched the fast-paced Quick Draw game in 400 locations across the state. Quick Draw, a keno-style game, offers a new type of lottery play where winning numbers are electronically drawn and then displayed on a television screen that is installed in retail locations where tickets are sold. Drawings are held every five minutes.

“Quick Draw is a strong addition to the Lottery’s product lineup. I’m confident that players will enjoy the fast-paced fun and excitement the game provides. Quick Draw creates a new level of entertainment in social settings,” said Hedinger.



Quick Draw Television Screen

Quick Draw is a social space lottery game and will be available predominately in public venues such as bars, restaurants and bowling alleys, where players stay for a period of time to socialize, dine and meet with friends. Players can purchase a Quick Draw play for a \$1 minimum up to a \$10 maximum. Prizes range from \$1 up to \$1,000,000 depending on the purchase amount.

“Quick Draw is a unique Lottery game because many people can participate and engage with the game via the large television screen enhancing interaction in social spaces. The game also provides an opportunity to a new set of businesses which do not currently offer traditional Lottery games. Selling Lottery can be a business boon due to our strong brand and promotional reach. Lottery also provides commissions and may enhance overall sales.” said Hedinger.

Tomorrow, a Lottery Quick Draw Launch Party will be held, beginning with a 3:00 p.m. press conference, at 8th Street Tavern in Hoboken. Lottery Director Carole Hedinger will introduce the new game to the public.

Greg T. of Z100 Elvis Duran and The Morning Show (Q102 in Philadelphia) and Derek D, comedian and host, will be on hand at the 8th Street Tavern to meet with fans and amplify the fun. The Lottery ambassador team will be distributing promotional items and educating players on how to play Quick Draw.

Playing Quick Draw is easy. Players may select from 1 to 10 numbers or “spots,” out of a pool of 80 numbers. The odds and potential prizes are determined by the quantity of spots selected by the player. Players win by matching some or all of their numbers to the 20 numbers drawn. Players can win up to \$1,000,000 by playing a 10 Spot for \$10. Players may select their own numbers by completing a bet slip or they may purchase a Quick Pick ticket. For detailed game rules and odds and prizes visit www.NJLottery.com.

-MORE-



Anything
can happen in Jersey.

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.

Quick Draw Has Launched in New Jersey! Page 2

Following tomorrow's kick-off party in Hoboken, a series of Quick Draw launch parties will be held at Lottery retailers across the state. The Lottery promotions team will be on hand to assist players in learning the new game and to provide Lottery giveaways at several locations in July beginning with:

- **Thatcher McGee's, 53 Broadway, Denville, NJ (Morris County)**
Wednesday, July 19 from 5PM – 7PM <http://thatchermcghees.com/denville/>
- **Dadz, Route 38 & Madison Avenue, Lumberton, NJ (Burlington County)**
Thursday, July 20th from 5PM – 7PM <http://dadzbarandgrill.com/>
- **Bar Anticipation, 703 16th Ave, Belmar, NJ (Monmouth County)**
Friday, July 21st from 6PM – 8PM <http://bar-a.com/>
Greg T. of Z100 Elvis Duran and The Morning Show (Q102 in Philadelphia), Erica Young, New Jersey Lottery Drawing Hostess and Lottery Ambassador and Derek D, comedian and host, will be on hand at the Bar Anticipation event to meet with fans and amplify the fun.
- **The 34th Annual Quick Check Festival of Ballooning, Solberg Airport, Readington (Hunterdon County)**
Friday, July 28th to Sunday, July 30th, 2017
The Lottery will feature a Quick Draw Lounge at the event under a 20' x 10' tent. At the Lounge, players can sit down and play Quick Draw viewing the game on two 32" Quick Draw monitors on stands.

ABOUT THE LOTTERY

Since its inception in 1970, the New Jersey Lottery (NJLottery.com) has contributed nearly \$25 billion to the State in support of education and institutions.

###



Anything
can happen in Jersey.

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.