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New York Series Scratch-off Game Named Industry’s Best New Instant Game by North American Association of State and Provincial Lotteries

TV and Print Campaign for the New York Series also earn top Awards

*Other Awards include Best Multicultural Advertising and Best New Media for the **\$1,000,000 Premiere** Scratch-off game and Best Use of Humor in a TV ad for the **Multiplier Series** of Scratch-offs*

*New York Responsible Gaming Partnership’s **Keep Your Game Grounded** campaign named a finalist in the Responsible Gaming category*

The New York Lottery’s [New York Series](#) Scratch-off game featuring original illustrations of iconic New York locations was honored as the Best New Instant Game of 2021 by the North American Association of State and Provincial Lotteries at the industry group’s annual conference this week.

“The New York Series marked the Lottery’s introduction back into the marketplace following our advertising pause caused by the pandemic,” said Lottery Director Gweneth Dean. “We envisioned a Scratch-off game that would pay homage to our State and to the resilience of all New Yorkers. The New York Series ticket captured both – as well as the attention of our players – thanks to a strategic departure from the typical Scratch-off game.”

The five-ticket, limited-edition series featured minimalist illustrations representing Downstate New York as well as the State’s Adirondack, Central, Finger Lakes, and Western New York regions. The award-winning television ad entitled, [“All Aboard”](#) anchored the statewide campaign which also received an award for Best Print Advertising Coordinated Campaign.

Inspired by New York and made for New York, each ticket featured an iconic region in the state. The goal was to create a look that was counterintuitive to the typical novelty design of scratch tickets. Recognizing the challenges that New Yorkers faced in 2020, the Lottery partnered with New York artist Vi Loung to provide illustrations of easily recognizable regions of the state. The campaign also featured an updated rendition of the timeless classic, “Autumn in New York,” sung by New York-based vocalist Maya Solovey, who sang the track in English and Spanish.

Not only was the illustrator and vocalist from New York, the Lottery also collaborated on the campaign with New York-based production and audio post-production companies to support our fellow New Yorkers during tough times.

The New York Series ticket generated more than \$40 million in sales and resulted in an outpouring of love and engagement from New Yorkers in the form of calls, emails, social posts and letters of praise for the beautiful tickets and thoughtful advertising.

Other Awards included Best Multicultural Advertising for a Spanish-language television ad and Best New Media for an innovative social media promotion, both to support the [\\$1,000,0000 Premiere \(Spanish TV ad\)](#) Scratch-off, and Best Use of Humor in Television for the [Multiplier](#) Scratch-off series.

“This incredible breadth of work and recognition is a direct result of our teams partnering together hand-in-hand to push the boundaries of product development and industry communications,” said Chris Macdonald, McCann Chairman & CEO. “We are incredibly proud and thankful to the New York Lottery for their trust and partnership.”

NASPL’s Responsible Gaming judges recognized the work of the New York State Gaming Commission and the Responsible Play Partnership, which includes the New York State Office of Addictions Services and Supports and the New York Council on Problem Gambling for its work on the [Keep Your Game Grounded](#) campaign.

Specifically, the NASPL recognized the campaign as a finalist in the Coordinated Campaign, [Radio](#) and [Print](#) categories.

About the New York Lottery

The New York Lottery continues to be North America’s largest and most profitable Lottery, contributing \$3.59 billion in fiscal year 2020-2021 to help support education in New York State.

New Yorkers struggling with a gambling addiction, or who know someone who is, can find help by calling the State's toll-free, confidential HOPEline at 1-877-8-HOPENY (1-877-846-7369) or by texting HOPENY (467369). Standard text rates may apply.

About McCann Worldgroup

McCann Worldgroup is a leading global marketing solutions network whose professionals are united across 100+ countries by a single vision: To help brands earn a meaningful role in people’s lives.

About NASPL

The North American Association of State and Provincial Lotteries (NASPL) was founded in 1971. Evolving from an informal exchange of information among three pioneering lottery directors, the organization has now grown into an active association representing 53 lottery organizations.

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