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Benefits Education and Institutions

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New Jersey Lottery Introduced the Winner of the Largest Single Instant Ticket Top-Prize in its History

TRENTON, N.J. (March 9, 2015) –New Jersey Lottery Executive Director Carole Hedinger introduced Lacey Katona from Linden, New Jersey, as the first winner of the largest instant ticket top-prize awarded in the lottery’s history. The \$5,000,000 Cash Extravaganza game, with a top-prize of \$5 million, was introduced to the public across the nearly 7,000 retailer base, on January 5. In addition to three top \$5 million prizes, there are more than \$179 million in additional prizes available to be won playing the game, including over \$1.5 million in prizes ranging from \$50 to \$500 and over \$15 million in prizes ranging from \$1,000 to \$50,000. The momentous new game coincided with the lottery brand refresh that includes the new Lottery tag line of, “Anything can happen in Jersey,” and indeed it has for Lacey Katona, a young mother.

“We are thrilled to offer an instant game with a life-changing top prize to our New Jersey players,” said Hedinger. “Instantly, as the game category implies, with the scratch of a card, someone’s life can dramatically change and bring a world of opportunity that financial freedom often brings.”

Lacey Katona’s lucky retailer is Krauszer’s, located at 1114 South Wood Ave., Linden in Union County. “I am very happy that somebody won in my store,” said owner, Apexaben Patel. As the retailer that sold this winning ticket, they will receive a \$30,000 commission bonus. The independently operated Krauszer’s store has been a lottery retailer for approximately five years. “Selling lottery has been very beneficial to my business,” said Patel. She will use the money to reduce overall business expenses.

Businesses large and small that are licensed to sell New Jersey Lottery products are some of the numerous beneficiaries of the Lottery. With the number of retailers growing, Lottery has contributed more than \$14.8 million in commissions toward their fiscal strength during the 2015 fiscal year. The \$5,000,000 Cash Extravaganza game alone has contributed more than \$5.4 million to that figure since its release at the top of the year. Our retail framework consists of independently owned and operated stores, such as Patel’s along with chain stores including Wawa and Quick Chek. “We want our entertainment products to be available to residents all across the state,” remarked Hedinger.

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Our top prizewinners are not the only New Jersey residents that win big from the New Jersey Lottery. The Lottery is the state's fourth largest revenue producer. In fiscal year 2014, the Lottery contributed more than \$965 million in support of its beneficiaries. So, in addition to the fiscal advantages received by lottery retailers, lottery revenue supports programs and institutions that benefit residents across the state. Among its beneficiaries are: veterans homes, community and other colleges and universities, school nutrition programs, homes for the developmentally disabled, psychiatric hospitals, higher education scholarship programs and the Marie Katzenbach School for the Deaf.

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