



Chris Christie, Governor
Kim Guadagno, Lt. Governor
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Benefits Education and Institutions

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New Jersey Lottery Pays Drivers' Tolls to Promote New *Fast Play* Games

TRENTON – (Aug. 14, 2015) – To demonstrate how fast and fun New Jersey Lottery's latest product line, *Fast Play*, can be for players, drivers were whisked through the eastbound toll booths on the Atlantic City Expressway free of charge today.

Carole Hedinger, New Jersey Lottery Executive Director, kicked off the *Fast Pass for Fast Play Friday* event with a press conference at the Frank S. Farley Plaza Rest Stop. With the wave of a checkered flag, the hour-long free pass began for motorists, courtesy of the Lottery, at the Egg Harbor Eastbound Toll Plaza from 9 a.m. to 10:00 a.m. The Lottery promotions team was on hand to celebrate with giveaways and interactive games.

"The *Fast Play* games were launched on Aug. 2nd at all New Jersey Lottery retail locations. *Fast Play* enhances the instant and online product lines with a new game play concept," Hedinger said. "*Fast Play* games are unique because there are no numbers to pick, and players don't need to wait for a drawing to see if they've won."

Everything needed to play a *Fast Play* game is on the ticket. Players each have a game board, winning numbers to match and win, and individualized instructions on how to play the game printed on the ticket. The game rules are simple and clear but offer an element of excitement to keep players engaged.

The *Fast Play* games are loaded with prizes. Three \$25,000 top-prize Bling Bling Bucks claims and four \$5,000 top-prize Slots of Fun claims have been made since the games were launched this month, according to Hedinger. There are plenty more top prizes to be won since the prize pools instantly replenish after every purchase; each ticket sold has the same great odds of winning any prize.



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Fast Play Games

The prize structures vary by game but all winning tickets, with prizes under \$600, are available for immediate validation and cashing at a Lottery retail location. Prizes of \$600 or greater can be claimed by mailing the signed, winning ticket, completed claim form and validation receipt to Lottery Headquarters for processing.

Retailers print the ***Fast Play*** tickets on-demand at the store. They can also be printed by players from self-service vending machines.

Recognizing the prevalence of mobile devices, the Lottery provides the playing public with ***Fast Play*** game codes, available on the New Jersey Lottery App. The App is available for download from iTunes or on Google Play. Simply pull up the game-specific bar code on a mobile device and provide it to the retailer for scanning. For even faster play, self-scan the bar code on a Lottery vending machine. The bar codes also can be printed for scanning from the Lottery website.

There are four games currently available with the following ticket price: Fast Cash (\$1), Red Hot Numbers (\$1), Slots of Fun (\$2), and Bling Bling Bucks (\$5). The prize opportunities range from \$1 up to \$25,000, varying by game. New games will be added every four to six weeks, offering new opportunities for fast fun.

About the New Jersey Lottery

Since its inception in 1970, the Lottery has contributed more than \$23 billion to programs that benefit millions of New Jersey residents. Some of the programs and institutions include: the School Nutrition Program, Student Tuition Assistance Reward Scholarships (NJSTARS), higher education services funding such as aid to county colleges, the Marie H. Katzenbach School for the Deaf, Homes for Disabled Soldiers and many others.

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