



New Jersey Lottery
Jersey Jackpot
"Piling Up"
:30 RADIO

SFX: *BEEPING OF DUMP TRUCK BACKING UP*

ANNCR: Across Jersey, cash is piling up.

MAN: Release the money!

SFX: *TRUCK DOORS OPEN RELEASING AVALANCHE OF CASH*

ANNCR: It's because of Jersey Jackpot, the new family of Fast Play games from the New Jersey Lottery. The jackpot grows as fast as you play because every ticket ~~statewide~~ purchased adds more cash to the pile.

MAN: Let 'er go!

SFX: *BEEP OF TRUCK FOLLOWED BY RELEASE OF CASH*

ANNCR: You could hit the jackpot ~~right then~~ instantly or win other great prizes. Play Jersey Jackpot because anything can happen in Jersey.

LEGAL: 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®.