

New Jersey Lottery
Holiday Instant Games
"Guessing"
:30 RADIO

MUSIC UNDER, THROUGHOUT

ANNCR: In Jersey, there are all kinds of holiday gifts.

SFX: shaking a box

GUY 1: (DEJECTED) Is it a flashlight?

SFX: shaking a box

WOMAN 1: (DEFLATED, FAKING ENTHUSIASM) Is it a pencil set?

ANNCR: But New Jersey Lottery Holiday Instant Games have prizes up to \$1 million.
So you could give 'em their dream gift.

SFX: flutter of shaking an instant game ticket or scratching of ticket

GUY 2: (EXCITED) Is it a new car? (ALT: Is it season tickets for life?)

SFX: flutter of shaking an instant game ticket or scratching of ticket

WOMAN 2: (EXCITED) Is it a beach house in Cape May?

ANNCR: Give the new Holiday Instant Games. Because anything can happen in Jersey.

LEGAL: *Must be 18 or older to buy a lottery ticket. Parents are urged to think twice about gifting lottery tickets to children. If you or someone you know has a gambling problem, call 1-800-GAMBLER®.*