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## **N.C. Education Lottery now has its own Video On Demand Channel** - Watch Time Warner Channel 1083 to learn more about the lottery -

**RALEIGH** – The N.C. Education Lottery is now using a new medium, Video On Demand with Time Warner Cable, to provide information about the lottery to the citizens of North Carolina. Viewers can watch the programming on Time Warner Channel 1083 at any time, seven days a week, 24 hours a day. The channel will feature long-format videos produced to help communicate information about the lottery. Viewers currently can watch a two-minute video on how the money raised by the Education Lottery is spent in the state. The video includes segments on:

- The story of a student at the UNC School of the Arts who is one of more than 80,000 recipients of a N.C. Education Lottery Scholarship.
- How lottery monies helped Durham County schools save teaching jobs that otherwise would have been lost due to budget cuts. Statewide, lottery funds have covered some 8,000 teaching positions so far.
- A report on how lottery monies dedicated to school construction programs helped build a new cafeteria at Mount Airy High School in Surry County. Lottery funds have helped pay for more than 750 school construction projects.
- How lottery money supports half of the four-year-olds across the state who participate in the More At Four pre-kindergarten program, designed to help at-risk four-year-olds prepare to start school. Lottery funds have covered the costs of about 70,000 four-year-olds in the program.

“One of the questions we get most often is, “Where does the money go,” said Alice Garland, acting director of the N.C. Education Lottery. “We are proud of the \$1.56 billion we have transferred to the Lottery Education Fund through June 30, 2010. In the past we provided that information on our website and in brochures and newsletters distributed across the state. Video On Demand gives us a new medium to answer that question. The four stories we’re telling now are great examples of what money raised by the Education Lottery can do.”

The NCEL shifted some of the money it typically spends on more traditional advertising avenues to cover the costs of offering the lottery information on demand. Under the N.C. Lottery Act, the amount of money that the NCEL can spend on advertising and marketing is capped at 1 percent of its overall revenues. Using the Video On Demand medium allows digital cable subscribers to conveniently get information about the lottery in a format and at a time of their choosing. Currently, almost 1 million households across the state are digital cable subscribers.

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*100% of the North Carolina Education Lottery net proceeds are used for pre-kindergarten programs for at-risk four-year-olds, reduction of class size in early grades, school construction and need-based college scholarships  
For prizes of \$5,000 and greater, 25% federal tax and 7% state tax are automatically withheld.*