
CELEBRATING
100 YEARS
Oregon
STATE PARKS
OREGON LOTTERY


CELEBRATING
100 YEARS
Oregon
STATE PARKS
WIN UP TO $50,000
SMITH ROCK
WALLOWA LAKE
SILVER FALLS
Portland
MONTHLY
STYLE & SHOPPING
ARTS & CULTURE
NEWS & CITY LIFE
TRAVEL & OUTDOORS
HOME & REAL ESTATE
GIFT


State Parks
Scratch-its℠
WIN UP TO $50,000
OREGON LOTTERY
LOTTERY GAMES SHOULD NOT BE PLAYED FOR INVESTMENT PURPOSES.
SILVER FALLS
SMITH ROCK
WALLOWA LAKE


State Capitol
STATE PARK
OREGON LOTTERY


The
OREGON COAST,
FOR EVERYONE
WILLIAM M. TUGMAN STATE PARK
SHORE ACRES STATE PARK
BEVERLY BEACH STATE PARK
ACCESSIBLE TRAILS
REACHING THE BEACH
KAYAKING/ BOATING
THESE PROJECTS ARE JUST THE BEGINNING. THE OPENING ACT OF OREGON STATE PARKS' SECOND CENTURY WILL INCLUDE PROJECTS TO INCREASE ACCESSIBILITY IN MOST OF THE 250+ PARKS THAT MAKE UP OUR STATE PARKS SYSTEM. YOU PLAY A PART IN FUNDING THESE IMPROVEMENTS WHEN YOU PLAY OREGON LOTTERY GAMES. HERE'S TO MAKING SPECIAL OREGON COAST MEMORIES POSSIBLE FOR EVEN MORE OF US IN THE NEXT CENTURY!
OREGON LOTTERY


CELEBRATING
100 YEARS OF
OREGON STATE PARKS
Follow Oregon State Parks
• Photos
• Trivia
• Events
#oregonstateparks
#oregonstateparks100
Give back to the parks you love.
100 projects for 100 years
bit.ly/OregonStateParksVolunteer
STRONGER
Together
OREGON STATE PARKS & OREGON LOTTERY DOLLARS
It Started with One Woman's Vision
It Grew From There
One Centennial Begets Another
OREGON LOTTERY


CELEBRATING
100 YEARS
Oregon
STATE PARKS


DEVILS LAKE


CELEBRATING
100 YEARS
Oregon
STATE PARKS
When you play Lottery games, you help support state parks
OREGON LOTTERY



- Since 1999 the Oregon Lottery has transferred over $900 million to help fund the usage, maintenance and investment in the future of our state parks system.
- Media spending totaled $385,000 with a negotiated $43,000 in added value.
- 12.8 Million digital impressions – 100,000 clicks
- 150,000 Second Chance entries
- This campaign tipped our mobile app over 400,0000 registered users.
- 80% Oregon Lottery approval rating.
- Al Faussett’s story (an ad) was shared over 500 times.
- And (Shad – 1, Alex from A&I – 0) the tickets sold out a month earlier than projected.