



SASK LOTTERIES

MEDIA RELEASE

More than a logo: Sask Lotteries unveils new branding

REGINA (Feb. 18, 2020) — After more than 30 years, Sask Lotteries is getting a refreshed look.

The organization, which serves as the main fundraiser for more than 12,000 sport, culture and recreation groups in the province, has introduced an updated brand and visual identity.

The initiative includes a new logo for the organization, as well as a continued pledge to provide Saskatchewan residents with a real, honest chance at winning and a guarantee of supporting your community.

“Sask Lotteries has a proud history within the province and we are excited to team up with our partners in Sask Sport, Sask Culture and the Saskatchewan Parks and Recreation Association in reminding everyone about the incredible positive impact this fundraiser has,” said Jessie Buydens, the volunteer board vice-chair for Sask Lotteries.

“The new Sask Lotteries brand will help us to convey the integrity of our organization, as well as the excitement of lotteries and the thousands of sport, culture and recreation experiences made possible by lottery funding. In the coming months, our new look will begin to appear at events and retail locations across the province, where it will support our ongoing efforts to grow our fundraiser and provide continued support for thousands of non-profit organizations across Saskatchewan.”

How the Sask Lotteries system works

Since 1974, Sask Sport has been licensed to operate Sask Lotteries. Through an agreement with the Government of Saskatchewan, proceeds from Sask Lotteries are dedicated to sport, culture and recreation organizations to benefit communities throughout the province.

These funds are delivered to groups through three partners: Sask Sport, SaskCulture and the Saskatchewan Parks and Recreation Association. Volunteer committees from these three areas then review and adjudicate all funding requests from eligible organizations.

Today, this system benefits communities in every corner of the province:

- Over **950** retail locations in Saskatchewan selling lottery products, including LOTTO MAX, LOTTO 6/49 and ZING tickets.
- **\$53 million** granted to over **12,000** sport, culture and recreation groups in Saskatchewan in 2018-19.
- Lottery proceeds support **330,000** volunteers in Saskatchewan creating sport, culture and recreation experiences for approximately **600,000** registered participants and impacting many more.

Sask Sport spruces up

Sask Sport is also unveiling its own refreshed brand and visual identity. Sask Sport operates Sask Lotteries as the main fundraiser for sport, culture and recreation in the province, and serves as the federation for amateur sport in the province.

The brands complement each other as a way to illustrate the connection between the Sask Lotteries fundraiser and amateur sport in Saskatchewan.

In the coming months, both the Sask Lotteries and Sask Sport websites will be refreshed to reflect the new brands and provide a better experience for users looking for information.



Sask Lotteries logo files and brand guidelines — as well as additional information about the province’s lottery-funded sport, culture and recreation system — are available at sasklotteries.ca.

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About Sask Lotteries

Operated by Sask Sport, a non-profit organization, Sask Lotteries is a longstanding fundraiser that provides a real, honest chance at winning and a guarantee of supporting your community. Every year, proceeds from the sale of products — including LOTTO MAX, LOTTO 6/49 and ZING tickets — benefit more than 12,000 sport, culture and recreation groups in communities across the province. These groups provide a wide range of sport, culture and recreation activities and promote opportunities for participants of all ages and abilities to play, create and grow. Learn more about Sask Lotteries and its beneficiaries at sasklotteries.ca.

About Sask Sport

Sask Sport is a volunteer-led, non-profit organization committed to enriching Saskatchewan communities. As the provincial federation for amateur sport, Sask Sport develops collective programs and services beneficial to sport. Today, 70 provincial and multi-sport organizations and districts represent more than 330,000 registered participants in the province. Sask Sport is also licensed to operate Sask Lotteries. Through an agreement with the Government of Saskatchewan, Sask Lotteries proceeds — from products including LOTTO MAX, LOTTO 6/49 and ZING tickets — are allocated to eligible sport, culture and recreation groups. Learn more about Sask Sport at sasksport.ca.



The fundraiser for more than 12,000 sport, culture, recreation and community groups in Saskatchewan.