

Massachusetts State Lottery Picks O'Connell for Radio

Holiday Scratch Ticket Ad Campaign Voice Talent Promotes Beating Holiday Blues

BOSTON, MA, January 2, 2019 - - One of the most successful lotteries in the United States, the Massachusetts State Lottery recently completed it's holiday radio advertising campaign which featured the voice of award-winning male voice actor Peter K. O'Connell.

All part of the "Holiday Fatigue Syndrome" radio ad campaign, the commercial spots offered the Mass State Lottery's Holiday Scratch Tickets as a great way to avoid the holiday blues and make spirits bright for gift givers and receivers.

About the Massachusetts State Lottery

Since selling its first ticket in March 1972, the Massachusetts State Lottery has generated \$110.4 billion in sales, awarded \$76.7 billion in prizes, returned \$24.7 billion in net profit to the Commonwealth for unrestricted local aid available to cities and towns, and paid \$6.3 billion in commissions and bonuses to its statewide network of retailers. Over the last 45 years, Massachusetts has grown to become one of the most successful lotteries in the nation and adapted to the ever-changing marketplace to provide innovative and exciting games to its players.

About Peter K. O'Connell

From Fortune 500 companies to companies that think \$500 is a fortune, multi-award winning male voiceover talent Peter K. O'Connell has shared his voiceover and audio production skills with a wide variety of companies, world-wide. In addition to his most recent voiceover work for the Massachusetts State Lottery, some of Peter's commercial and narration clients also include L.L.Bean, IBM, Duracell Batteries, General Electric and Kraft Foods.

O'Connell owns audio'connell Voiceover Talent, a division of O'Connell Communications, LLC. He can be reached via audioconnell.com or peterkoconnell.com.

NOTES

FOR EDITORS

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[http://www.audioconnell.com/clientuploads/pdf/PDF%202018/OConnell Peter Voice Over Resume 180301.pdf](http://www.audioconnell.com/clientuploads/pdf/PDF%202018/OConnell%20Peter%20Voice%20Over%20Resume%20180301.pdf)

COMPANY NAME SPELLING:

Use lower case letters- audio'connell or audio'connell
Voiceover Talent

COMPANY NAME PRONUNCIATION:

au-di-o'-con-nell (awe-dee-oh-kah-nel)