

# El Gordo: A Cultural Phenomenon Ingrained in Tradition

Heritage Project

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# Introduction



**SELAE** is a **public company**.



It was established in **1763**  
by King Carlos III.



For the **benefit of**  
(Spanish) **society**.



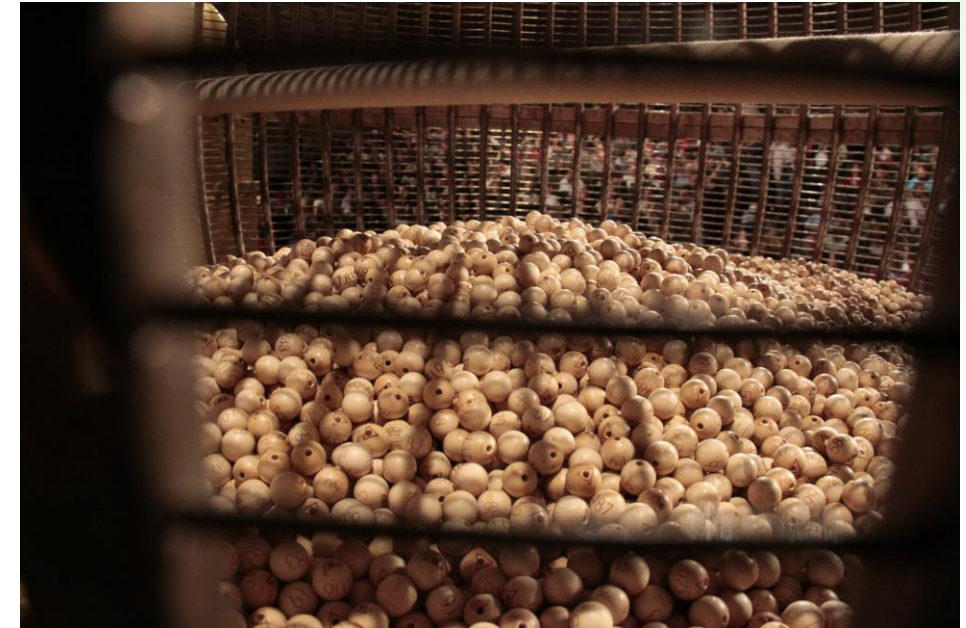
# The birth of El Gordo



This world-famous draw has been held since **1812**.



More than a game of chance:  
reflection of Spanish **values,**  
**traditions, and aspirations.**



# Economic Impact

In 2023, SELAE's sales reached **€9.9Bn.**

**€2.7Bn for State Budget.**

**0,68% of GDP.**

**Up to 2% of profits to  
social projects.**

**El Gordo represents more than 30% of annual sales.**

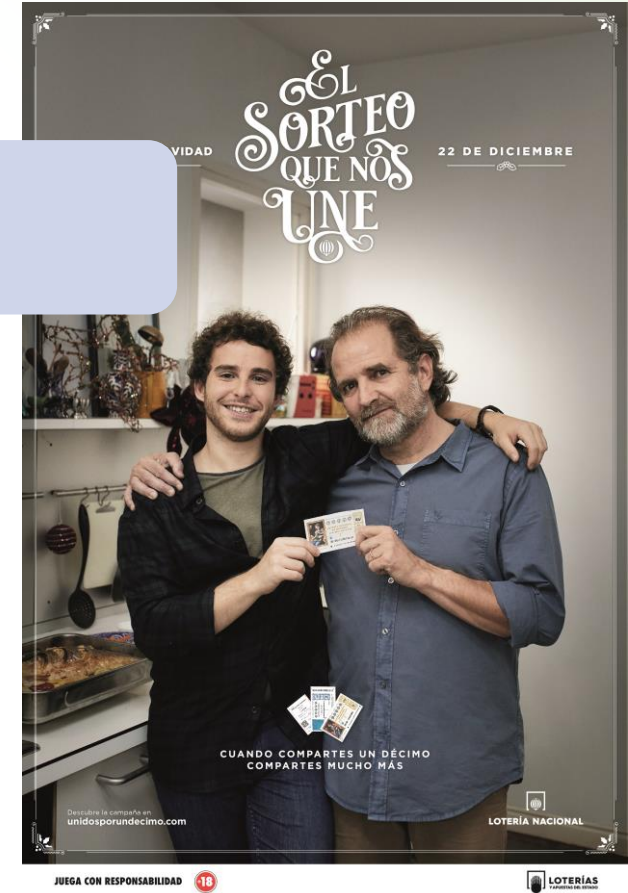
**€3.3 Bn last year.**

# A Social Phenomenon

Sharing lottery tickets with loved ones

Social bonding and solidarity.

The draw that brings us together





# A Social Phenomenon



# Symbolism and Iconography

The draw is a historical **liturgy**.

Tradition, heritage and identity.

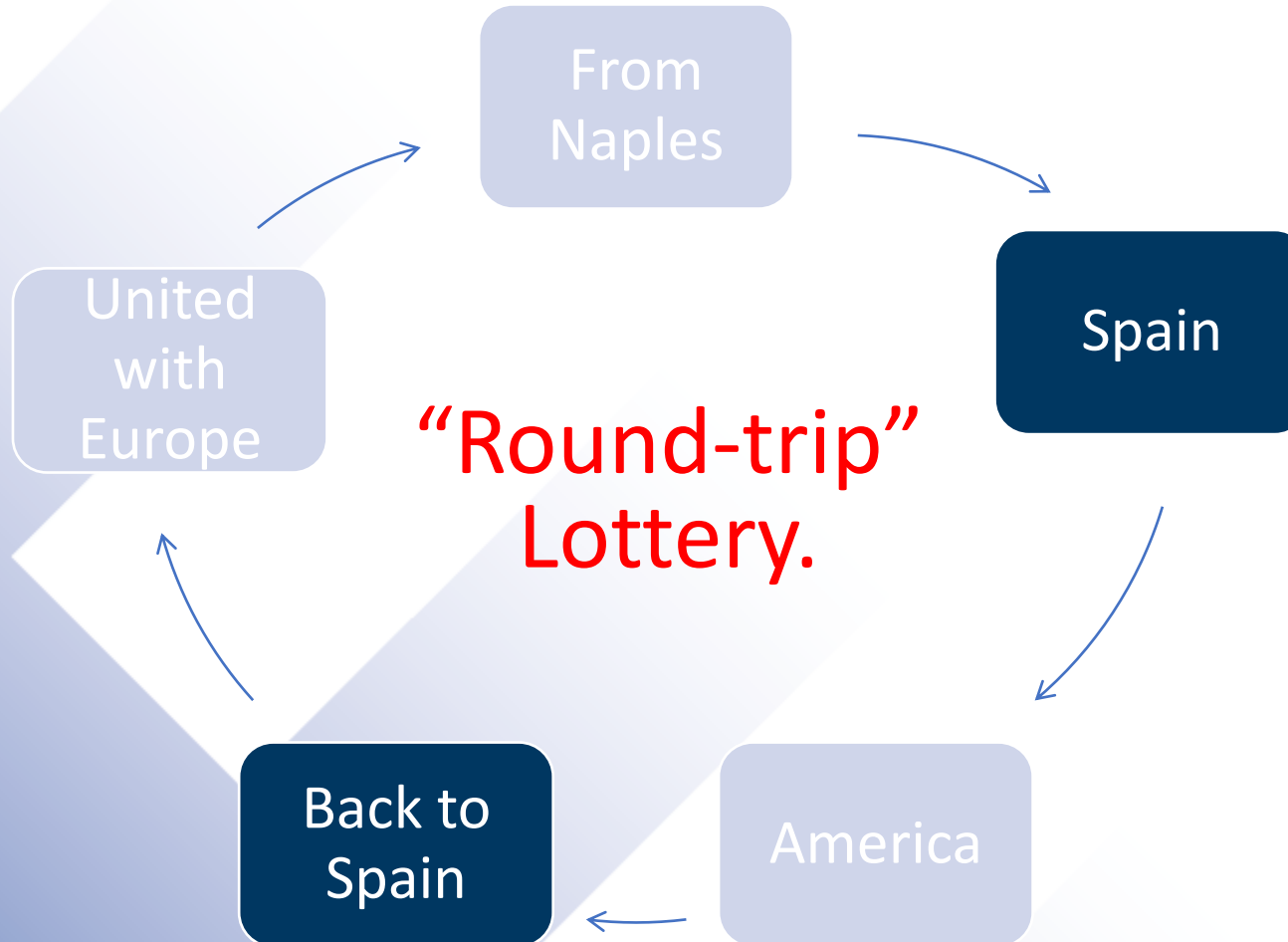
The **Christmas Lottery ticket**.



*La Natividad.*  
Maestro de Sopetrán.  
Museo Nacional del Prado.  
Madrid.



# International Influence and Globalization





# Impact on cultural heritage



**"Don Quixote"** (1615): Singing Children of San Ildefonso.



**"Fortunata & Jacinta"** (1887): share and win the lottery.



**Buñuel's famous documentary** "Las Hurdes, land without bread" (1933).



**The Royal Spanish Academy** (2019): nine words of the lottery into the Dictionary.



# Conclusion



**Let's work  
together!**  
**Thank you.**