Holiday Lottery Responsible Gaming Campaign Reminds Parents
Lottery Tickets Aren’t Child’s Play

FOR IMMEDIATE RELEASE

WASHINGTON, DC (December 4, 2018) – Abundant research has shown that the younger a person is when they start gambling the more likely they are to develop a gambling problem later in life and lottery products, especially scratch tickets, have sometimes been shown to be an initial introduction to gambling activities for youth.

This research, along with a growing concern about adolescent problem gambling, prompted the development of the Holiday Lottery Responsible Gaming Campaign. For the past eleven years, the International Centre for Youth Gambling Problems and High-Risk Behaviors at McGill University and the National Council on Problem Gambling (NCPG) in Washington, D.C. have joined forces for this annual campaign, a corporate social responsibility program designed to help lotteries raise awareness regarding the risks of underage lottery play during the holiday season. For the first time in campaign history 100% of US and Canadian lotteries have signed on as participants this year.

NCPG Executive Director Keith Whyte explained “The Holiday Lottery Campaign is a great way to encourage responsible gambling and help keep the fun in the holidays by gifting lottery tickets responsibly to adults.”

The 2018 campaign offers several new features in response to the growing community interest in the risks of youth gambling. For the first time in its history non-lottery organizations are invited to participate in the Holiday Lottery Responsible Gaming Campaign in an effort to continue to expand the reach and raise awareness. The campaign has also introduced new ways for lotteries to be involved, they can now opt to participate at one of three different levels of involvement. The higher the level of participation, the more campaign activities each lottery is asked to commit to during the month of December.

Jeffrey Derevensky, Director of the International Centre for Youth Gambling Problems and High-Risk Behaviors said, “What better way to start the Holiday season than by parents educating their children about the risks associated with gambling.”

The Holiday Lottery Responsible Gaming Campaign is endorsed by the World Lottery Association, North American Association of State and Provincial Lotteries (NASPL) and the European Lottery Association (EL), highlighting the global reach of the campaign.

2018 Holiday Lottery Campaign Participants include:
Lottery Level 3

Lottery Level 2
Atlantic Lottery, Austrian Lotteries, DC Lottery, Delaware Lottery, Hrvatska Lutrija d.o.o. (Croatia), Kentucky Lottery Corporation, Maine Lottery, Minnesota Lottery, Missouri Lottery, New Jersey Lottery, North Carolina Education Lottery, Ohio Lottery Commission, Texas Lottery Commission

Lottery Level 1

Non-Lottery Participants

###

About the National Council on Problem Gambling
NCPG is the national advocate for problem gamblers and their families. NCPG is neutral on legalized gambling and works with all stakeholders to promote responsible gambling. If you or someone you know has a gambling problem, call or text the National Problem Gambling Helpline at 1-800-522-4700 or visit www.ncpgambling.org/chat for confidential help.

About the International Centre for Youth Gambling Problems and High-Risk Behaviors
For 25 years, the International Centre for Youth Gambling Problems and High-Risk Behaviors at McGill University has been at the forefront of leading-edge research aimed at identifying and understanding the critical factors related to youth gambling issues. The Centre has developed numerous award-winning prevention programs and provides consultations to government agencies around the world to develop responsible gambling initiatives.

Contact
Dr. Jeffrey Derevensky
Director, International Centre for Youth Gambling Problems and High-Risk Behaviors, McGill University
(514) 398-4249
jeffrey.derevensky@mcgill.ca

Cait Huble
Communications Director, National Council on Problem Gambling
(202) 360-4560
caith@ncpgambling.org