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Lottery Tickets Aren’t Child’s Play  
Responsible gambling holiday lottery campaign a reminder to adults

Research shows that early childhood gambling experiences, including those with lottery products, can be a risk factor for gambling problems later in life.

The research prompted the National Council on Problem Gambling (NCPG) and International Centre for Youth Gambling Problems and High-Risk Behaviors at McGill University in Canada to join forces in launching the Responsible Gambling Holiday Lottery Campaign. Since 2002, the simple goal of the Campaign is to raise awareness about the risks of underage lottery play during the winter holiday season.

“The Responsible Gambling Holiday Lottery Campaign educates communities that lottery tickets, the form of gambling with the broadest participation, are not child’s play,” said NCPG Executive Director Keith Whyte.

In 2020, for the third year in a row, 100% of Canadian and U.S. lotteries, along with numerous international lotteries and non-lottery organizations and many NCPG members, have joined the Campaign to promote responsible gambling. The Campaign is also endorsed by the North American Association of State and Provincial Lotteries (NASPL) and the World Lottery Association (WLA).

Jeffrey Derevensky, Director of the International Centre for Youth Gambling Problems and High-Risk Behaviors, said, “The Responsible Gambling Holiday Lottery Campaign is a great way to encourage responsible gambling by gifting lottery tickets responsibly only to adults.”

The 2020 Responsible Gambling Holiday Lottery Campaign participants include:


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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.

**About McGill University**

Founded in Montreal, Quebec, in 1821, McGill University is Canada’s top ranked medical doctoral university. McGill is consistently ranked as one of the top universities, both nationally and internationally. It is a world-renowned institution of higher learning with research activities spanning two campuses, 11 faculties, 13 professional schools, 300 programs of study and over 40,000 students, including more than 10,200 graduate students. McGill attracts students from over 150 countries around the world, its 12,800 international students making up 31% per cent of the student body. Over half of McGill students claim a first language other than English, including approximately 19% of our students who say French is their mother tongue.

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