FOR IMMEDIATE RELEASE
December 8, 2022

63 Lotteries Work to Raise Awareness About the Risks of Youth Gambling this Holiday Season

Washington, DC - Research shows that, the earlier the participation or exposure to gambling in childhood, the more likely a person is to develop a gambling problem later in life. Gambling exposure during childhood is often through some kind of lottery product, given by an adult who is likely unaware of the associated risks.

In response, 63 lotteries and 53 non-lottery organizations from around the world have joined the 2022 Gift Responsibly Campaign. Participants of the campaign work to raise awareness about the risks of buying lottery tickets for children. The campaign is organized by the National Council on Problem Gambling (NCPG) and the International Center for Youth Gambling Problems and High-Risk Behaviors at McGill University.

During November and December, participating organizations will work to educate communities about the dangers of buying lottery tickets for children, raise awareness about the risks of youth gambling, and support responsible gambling practices. The campaign offers several levels of engagement for lotteries, with higher levels of participation indicating additional campaign activity commitments. These activities may include TV and radio public service announcements, social media messaging, digital advertising, in-store signage, or retailer training. Every activity is designed to convey the overarching message: lottery products are not appropriate gifts for underage children.

“Youth problem gambling has emerged as a significant and growing public health issue,” said Keith Whyte, NCPG Executive Director. “We are thrilled to have such support from the lottery community, as well as the non-lottery participants, for the 2022 Gift Responsibly Campaign as we work to minimize gambling-related harm.”

For the fifth year in a row, 100% of eligible U.S. and Canadian lotteries, along with numerous international lotteries and non-lottery organizations have joined the campaign to promote responsible gambling. The campaign is endorsed by the North American Association of State and Provincial Lotteries (NASPL) and the European Lotteries (EL).

Jeffrey Derevensky, Director of the International Centre for Youth Gambling Problems and High-Risk Behaviors said, “The Gift Responsibly Campaign is a great way to promote responsible gambling by encouraging adults to only gift lottery tickets to other adults.”

Participants of the 2022 Gift Responsibly Campaign:

Lottery Level 3:

Lottery Level 2:

BCLC, DC Lottery, Florida Lottery, Georgia Lottery Corporation, Hrvatska Lutrija d.o.o., Iowa Lottery Authority, Kentucky Lottery Corporation, Maine State Lottery, Massachusetts State Lottery, Missouri Lottery, North Carolina Education Lottery, PLI Operator of Ireland’s National Lottery, Rhode Island Lottery, South Carolina Education Lottery, South Dakota Lottery, Tennessee Education Lottery and Texas Lottery Commission.

Lottery Level 1:


Non-Lottery Participants:


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About the National Council on Problem Gambling
The National Council on Problem Gambling (NCPG) is neutral on legalized gambling. Based in Washington DC, NCPG is the only national nonprofit organization that seeks to minimize the economic and social costs associated with gambling addiction. If you or someone you know may have a gambling problem, contact the National Problem Gambling Helpline, which offers hope and help without stigma or shame. Call or text 1-800-GAMBLER or visit www.1800gamblerchat.org. Help is available 24/7 – it is free and confidential.

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.

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