



FOR IMMEDIATE RELEASE

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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:

Alberta Gambling, Liquor & Cannabis (AGLC), Arkansas Scholarship Lottery, Atlantic Lottery, California State Lottery, Colorado Lottery, Connecticut Lottery Corporation, Hoosier Lottery, Illinois Lottery, Michigan State Lottery, New Jersey Lottery, New York State Gaming Commission, Division of Lottery, Ohio Lottery Commission, Oregon Lottery, Pennsylvania Lottery, The Mississippi Lottery Corporation and Virginia Lottery.

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:

Arizona Lottery, Camelot UK Lotteries Limited, Delaware Lottery, Idaho Lottery, Kansas Lottery, Loterija Slovenije, Loto-Québec, Louisiana Lottery Corporation, Manitoba Liquor & Lotteries, Maryland Lottery & Gaming Control Agency, Minnesota Lottery, Montana Lottery, National Lottery of North Macedonia, National Video Lottery of Macedonia - Casinos Austria LLC Skopje, Nebraska Lottery, New Hampshire Lottery, New Mexico Lottery, Nova Scotia Gaming Corporation, Oklahoma Lottery Commission, Ontario Lottery and Gaming Corporation (OLG), Österreichische Lotterien GmbH (Austrian Lotteries), Sask Lotteries, SAZKA a.s., Ukrainian National Lottery, Vermont Department of Liquor and Lottery, Washington's Lottery, Western Canada Lottery Corporation, Wisconsin Lottery, WV Lottery and WyoLotto.

Non-Lottery Participants:

AdCare Educational Institute of Maine, Alcohol & Drug Abuse Services, Inc., Amplify, Inc, Area Substance Abuse Council, Arkansas Problem Gambling Council, Armstrong-Indiana-Clarion Drug and Alcohol Commission, Catholic Charities Steuben/Livingston Prevention Services, Center for Human Development, Inc., Choices Treatment Center, Community and Family Resources, Council on Chemical Abuse, Council on Compulsive Gambling of PA, Evergreen Council on Problem Gambling, Fayette County Drug and Alcohol Commission, GamFin.org, Grace Emmanuel Baptist Church, Hanover County Behavioral Health Wellness, HealthReach Community Health Centers of Maine, iCarol Software, IGT, Illinois Association for Behavioral Health, Illinois Council on Problem Gambling, Illinois Department of Human Services, Substance Use Prevention and Recovery, Jackpocket, Kansas Coalition on Problem Gambling, KYCPG, Lawrence County Drug and Alcohol Commission, Linn County Alcohol & Drug, MA Council on Gaming and Health (MACGH), Maine Council On Problem Gambling, Maryland Center of Excellence on Problem Gambling, Maryland Council on Problem Gambling, Minnesota Alliance on Problem Gambling, National Association of Administrators for Disordered Gambling Services, Nicasa Behavioral Health Services, Oklahoma Association on Problem Gambling and Gaming, Pathway To Recovery, Philadelphia Department of Behavioral Health and Intellectual Disability Services, Prevention Action Alliance, Problem Gambling Coalition of Colorado, Problem Gambling Network of Ohio, Recovery Resources, Scientific Games, Stark County Mental Health & Addiction Recovery, The Florida Council on Compulsive Gambling, The Way Back Inn, Inc., Virginia Council on Problem Gambling, Washington County Prevention Coalition, Western CT Coalition, Westmoreland Drug and Alcohol Commission, WI Council on Problem Gambling and Wyoming Valley Alcohol and Drug Services, Inc.

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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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