



RESPONSIBLE GAMBLING

Holiday Lottery

CAMPAIGN

2020 Campaign Guidelines

The Holiday Lottery Responsible Gambling Campaign raises awareness about the risks of youth gambling and educates communities on the dangers of buying lottery tickets for children. Public education campaigns, like the Holiday Lottery Responsible Gambling Campaign, play an important role in changing social norms and providing basic facts and education.

The following guidelines highlight the educational components of the Campaign and avoid triggering, stigmatizing, and demeaning language or imagery. Organizations are free to use the provided materials or create their own based upon the Campaign guidelines.

Guidelines

- The Holiday Lottery Responsible Gambling Campaign is not a pro or anti-gambling initiative, rather it is designed to support responsible gambling practices.
- Campaign features non-judgmental, non-stigmatizing, and non-demeaning language.
- Campaign graphics may not feature any type of gambling related imagery.
- Lottery participants are encouraged to avoid placing explicit sales messages in Campaign materials.
- Children should not be used as part of the Campaign graphics or imagery.
- Recognize that many different faiths and communities have events during the winter holiday season.

Questions? Please contact:

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