



# RESPONSIBLE GAMBLING

# *Holiday Lottery*

## CAMPAIGN

### 2020 Holiday Lottery Responsible Gambling Campaign Fact Sheet

- **What is the Holiday Lottery Campaign?**
  - The Campaign began in 2007 and raises awareness about the risks of youth gambling and educates communities on the dangers of buying lottery tickets for children.
  - The Campaign provides the materials and messaging for lotteries and non-lottery organizations to communicate responsible gambling during the winter holiday season.
- **Who can participate?**
  - While the Campaign has been designed for lotteries, any organization that commits to help educate its stakeholders on the importance of gifting responsibly this holiday season can participate!
  - For the last two years, 100 percent of U.S. and Canadian lotteries participated in the Campaign, as well as a number of international lottery and non-lottery organizations.
- **How do we join the Campaign?**
  - Sign up at [www.ncpgambling.org/holiday](http://www.ncpgambling.org/holiday) and select an engagement level.
  - There are several levels of engagement for lotteries and other organizations, making it easier for organizations to commit to the level that's most suitable for them.
- **Why should my organization participate?**
  - Raising awareness and educating stakeholders on the importance of gifting responsibly can make a difference. Some people just don't know the risks!
  - A large number of young people report their first gambling experience occurs around 9-11 years of age.
  - Early gambling experiences, including with lottery tickets, are a risk factor for later gambling problems.
  - Laws for purchase, play, and redemption vary by state, province, and territory. In many jurisdictions, it is legal to play but illegal to purchase. Regardless of the legalities, lottery tickets may inappropriately expose vulnerable populations to gambling problems.

**Lottery tickets are not child's play.**



Learn more at [ncpgambling.org/holiday](http://ncpgambling.org/holiday).



International Centre for  
Youth Gambling Problems  
and High-Risk Behaviors  
[WWW.YOUTHGAMBLING.COM](http://WWW.YOUTHGAMBLING.COM)