

**(INSERT LOGO HERE)**

## **(Organizational name) Encourages Age-Appropriate Gift Giving During the Holidays**

*National Campaign Raises Awareness of Risks for Children Who Receive Lottery Tickets As Gifts*

### **FOR IMMEDIATE RELEASE**

#### **CONTACT:**

Full Name

Email Address

Phone Number

**(City, State)** – The **(Organizational Name)** today announced its commitment as a **(Participation Level)** supporter of the 2020 Responsible Gambling Holiday Lottery Campaign, joining more than 80 other lotteries and community organizations from across the US and Canada, and around the world. 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. The campaign has been endorsed by the World Lottery Association (WLA) and the North American Association of State and Provincial Lotteries (NASPL).

Today’s announcement demonstrates the **(Organizational Name)**’s strong commitment to corporate social responsibility through this responsible giving initiative, which is designed to make adults and retailers aware of the risks associated with giving lottery products as gifts to minors during the holiday season -- or any time of the year.

**(Name & title of the organization’s spokesperson)** said, “Research linking early experiences with gambling to future problem gambling and other risky behaviors is why **(Organizational name)** is investing in a responsible giving initiatives like the Holiday Lottery Campaign this year. Our message is a simple one: lottery tickets are appropriate gifts only for adults.

**(Participation Level)** support of NCPG’s Responsible Gambling Holiday Lottery Campaign involves encouraging age-appropriate play through public service announcements, social media, in-store signage, and retailer communications. The campaign will run throughout December **(or starting date to end date)**.

“We appreciate that the **(Organizational name)** is determined to raise awareness about the risks associated with giving children lottery tickets as gifts during the holidays,” said NCPG Executive Director Keith Whyte. “All the available evidence shows that exposure to gambling as a youth increases the probability of gambling problems or gambling addiction later in life. We applaud the **(Organizational name)** for participating in the Responsible Gambling Holiday Lottery Campaign, reminding adults to refrain from giving lottery tickets as gifts to kids.”

**(Organization to add more about specific items the organization is doing as part of the campaign, such as a toy drive, social media posts, etc.)**

**(Organization to add more about its involvement with state NCPG affiliate and other local helping organizations.)**

### **About **(Organizational name)****

**(Your statement)**

**About the National Council On Problem Gambling**

NCPG is the national advocate for people and families affected by problem gambling. 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](http://www.ncpgambling.org/chat) for confidential help.

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