



GIFT RESPONSIBLY CAMPAIGN

Lottery Tickets
Aren't Child's Play.

SOCIAL MEDIA CONTENT

POST #1 - Holiday Specific

Kids have candy canes! Lottery tickets are for the grownup on your shopping lists.
#GiftResponsibly

POST #2 - Holiday Specific

Heading out to share holiday joy? However you celebrate, gift responsibly. Lottery tickets are for grown-ups. #GiftResponsibly

POST #3- Holiday Specific

In the past, kids received gifts that today might not seem appropriate - like lawn darts. Lottery tickets though have never been appropriate for kids only for the grown-ups. #GiftResponsibly

POST #4 - Holiday Specific

Games can be a fun part of the holiday season. But please tuck those lottery tickets into grown-ups' stockings, only. Gift Responsibly. Lottery tickets aren't child's play. #GiftResponsibly

POST #5 - Holiday Specific

Only XX shopping days until Christmas. Gift cards, money & socks are great gifts for kids. Save the lottery tickets for the grownups on your list. #GiftResponsibly

POST #6 - Generic

If you or someone you know has a problem with gambling, help is always available. [insert your helpline information here]. #GiftResponsibly

POST #7 - Generic

Two to four percent of adolescents presently have an issue with gambling. Early gambling experiences, including lottery products, are a risk factor for later problems with gambling. Gift responsibly to grown-ups only. Learn more at <http://youthgambling.mcgill.ca/Gambling2>
#GiftResponsibly

POST #8 - Generic

Youth gambling is a lot more common than most people realize. Young people report their first gambling experience around 9-11 years of age. Lottery tickets aren't child's play. #GiftResponsibly

POST #9 - Generic

For most people gambling is simply entertainment, but it is entertainment that comes with a degree of risk. When a lottery ticket is given as a gift by a trusted parent or other family member, a child is likely to interpret the gift as saying "this is a safe thing for you to do." Lottery tickets aren't child's play. #GiftResponsibly

POST #10 - Generic

Holidays, Birthdays, Graduations, Bar Mitzvahs, remember lottery tickets are for adults.
#GiftResponsibly