

**(INSERT LOGO HERE)**

## **(Organizational name) Reminds Adults about the Risks of Giving Lottery Tickets to Children**

### ***Age-Appropriate Gifts are Better Options for the Holidays and other Occasions***

#### **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 2021 Gift Responsibly 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. It is 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 commitment to corporate social responsibility through the Gift Responsibly Campaign, which raises awareness about the risks associated with giving lottery products as gifts to minors during the holiday season -- or any time of the year,” said **(Name & title of the organization’s spokesperson)**.

“Research linking early exposure to gambling to future problem gambling and other risky behaviors is why **(Organizational name)** is involved in the campaign. Our message is a simple one: lottery tickets are appropriate gifts only for adults.”

**(Participation Level)** support of NCPG’s Gift Responsibly 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 are very appreciative of **(Organizational name)**’s efforts to educate adults and retailers about the potential consequences associated with underage lottery play,” said NCPG Executive Director Keith Whyte. “The evidence clearly shows that exposure to gambling as a youth increases the probability of gambling problems later in life. Regardless of what time of year it is, adults should find gift options for children other than lottery tickets.”

**(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 boilerplate)****

#### **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.

#### **About International Center for Youth Gambling Problems and High-Risk Behaviors at McGill University**

For over 20 years, the International Centre for Youth Gambling Problems and High-Risk Behaviours 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.

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