

(INSERT LOGO HERE)

(Organizational name)'s Gift Responsibly Campaign Offers Ideas for Last-Minute Gifts for Children

FOR IMMEDIATE RELEASE CONTACT:

Full Name

Email Address

Phone Number

(City, State) – The Gift Responsibly Campaign raises awareness about the risks associated with adults giving lottery tickets to children as gifts during the holidays. The **(Organizational Name)** has released a list of alternative ideas for last-minute shoppers.

Research indicates that early exposure to gambling activities like lottery play increases the risk of gambling addiction later in life. Adults can use the **(Organization's Name)**'s suggestions to avoid contributing to this potential problem. 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. **(Organizational Name)** is a **(Participation Level)** supporter of the Campaign this year.

The gift suggestions for last minute gift suggestions are **(feel free to expand the list)**:

- Art supplies
- Board games
- Bubble bath
- Candles
- Candy or snacks
- Card games
- DVDs
- Gift cards or money
- Homemade goodies
- Lotion
- Journals
- Mugs or reusable water bottles
- Nail polish
- Picture or chapter books
- Phone case
- Puzzles
- Quality time with a favorite activity
- Stuffed animals
- Toy case
- Video games

“The **(Organizational Name)**'s Gift Responsibly Campaign encourages adults to avoid giving lottery tickets to children during the holidays, because underage lottery play makes them more susceptible to problem gambling as they grow older,” said **(Name & title of the organization's spokesperson)**. “However, adults who engage in last-minute gift shopping might be tempted to purchase lottery tickets for children out of convenience or when they struggle to think of other options. Our list of gift ideas helps adults avoid that outcome, because as our campaign motto says - lottery tickets aren't child's play.”

(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.)

“We commend the (Organizational name) for their comprehensive messaging approach to the Gift Responsibly Campaign,” said NCPG Executive Director Keith Whyte. “They have gone beyond simply educating the public about the potential harmful effects of adults giving lottery tickets to children. (Organizational Name) also recognizes that alternative gift ideas, especially when last minute shopping is occurring, are an important part of the equation.”

(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

Based in Washington DC, the National Council on Problem Gambling is the only national nonprofit organization that seeks to minimize the economic and social costs associated with gambling addiction by working with all stakeholders. NCPG is neutral on legalized gambling. If gambling becomes a problem, NCPG urges people who gamble, as well as their loved ones, to contact the National Problem Gambling Helpline, which offers hope and help without judgment or shame. If you or someone you know has a gambling problem, call or text 1-800-522-4700 or visit www.ncpgambling.org/chat. Help is available 24/7 - it is free, anonymous and confidential.

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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