



**North American Association
of State & Provincial Lotteries**

7757 Auburn Road
Unit #7
Concord, OH 44077

p. (440) 361-7962
f. (440) 867-2327
www.naspl.org
www.nasplmatrix.org

PRESS RELEASE
December 12, 2022

‘Tis the Season to Give Responsibly

CONCORD, Ohio, December 12, 2022 – As we approach the merriest time of year, NASPL is again partnering with the National Council on Problem Gambling and the International Centre for Youth Gambling Problems and High-Risk Behaviors at McGill University to build awareness that lottery products are not an appropriate gift for minors.

Research shows that the earlier the participation or exposure to gambling in childhood, the more likely a person is to develop a gambling problem later in life. Gambling exposure during childhood is often through some kind of lottery product, given by an adult who is likely unaware of the associated risks.

In 2013, the NASPL board of directors unanimously passed a resolution stating that the NCPG/McGill University Holiday Campaign is an effective way to promote responsible gift giving of lottery games and products, and that member organizations are encouraged to participate to the extent allowed by their governing laws and regulation.

This year, for the fifth year in a row, 100% of eligible U.S. and Canadian lotteries, along with numerous international lotteries and non-lottery organizations have joined the campaign to promote responsible gambling.

“Youth problem gambling has emerged as a significant and growing public health issue,” said Keith Whyte, NCPG Executive Director. “We are thrilled to have such support from the lottery community, as well as the non-lottery participants, for the 2022 Gift Responsibly Campaign as we work to minimize gambling-related harm.”

During November and December, participating organizations will work to educate communities about the dangers of buying lottery tickets for children, raise awareness about the risks of youth gambling, and support responsible gambling practices. The campaign offers several levels of engagement for lotteries, with higher levels of participation indicating additional campaign activity commitments. These activities may include TV and radio public service announcements, social media messaging, digital advertising, in-store signage, or retailer training. Every activity is designed to convey the

overarching message: Lottery products are not appropriate gifts for underage children.

“The partnership between NASPL and NCPG is impactful and continues to benefit the North American lottery industry,” said Andrew White, NASPL Vice President of Operations. “Along with the support, the effort and participation within each jurisdiction continues to grow. It’s exciting to look back to where we started, see the meaningful progress, and look forward to where we are going.”

NASPL has a long, meaningful history of partnering with NCPG to advance responsible gambling resources for the lottery industry. Beginning in 2014, in collaboration with NCPG and the North Carolina Education Lottery, NASPL worked to create comprehensive RG training materials for both lottery employees and retailers; the group effort culminated in the release of specialized training videos to be shared among the membership. From then on, NASPL has continued to develop and expand its RG efforts and related training components to better serve the evolving industry through its Responsible Gambling Verification programs, participation in the annual Problem Gambling Awareness Month, continued educational opportunities and more.

Responsible gambling resources, including Verification Program information, employee and retailer training videos, and a downloadable RG Toolkit are available to NASPL members on the [NASPL Matrix](#).

About NASPL

The North American Association of State and Provincial Lotteries was founded in 1971. Evolving from an informal exchange of information among three pioneering lottery directors, the organization has grown into an active association representing 53 lottery organizations. NASPL’s basic mission is to assemble and disseminate information on the lottery industry through education and communications, and where appropriate publicly advocate the positions of the Association on matters of general policy.

About NCPG

The National Council on Problem Gambling is neutral on legalized gambling. Based in Washington DC, NCPG is the only national nonprofit organization that seeks to minimize the economic and social costs associated with gambling addiction. If you or someone you know may have a gambling problem, contact the National Problem Gambling Helpline, which offers hope and help without stigma or shame. Call or text 1-800-GAMBLER or visit www.1800gamblerchat.org. Help is available 24/7 – it is free and confidential.