



“Give Responsibly this Holiday Season - Lottery Tickets Are Not Child’s Play”

The International Centre for Youth Gambling Problems and High-Risk Behaviors at McGill University and the NCPG are inviting lotteries to send a responsible gaming message regarding underage play during the holiday season. Lotteries are welcome to use the FREE materials provided or develop their own. The message can be distributed through retailers, PSAs, newsletters, and the like. All lotteries that notify the International Centre for Youth Gambling Problems and the NCPG about participating by October 17, 2014 will be acknowledged in a joint media press release issued by McGill University and the NCPG slated for early December and will also be thanked in Lottery Insights.

Over the past six years, participation in the campaign has grown tremendously. The 2013 participants included:

United States

- | | | |
|---------------------------------------|----------------------------------|-----------------------------------|
| Arizona Lottery | Minnesota State Lottery | Pennsylvania Lottery |
| California Lottery | Missouri Lottery | Rhode Island Lottery |
| Connecticut Lottery Corporation | Montana Lottery | South Dakota Lottery |
| Illinois Lottery | New Mexico Lottery | Tennessee Education Lottery Corp. |
| Iowa Lottery | North Carolina Education Lottery | Texas Lottery |
| Kentucky Lottery Corporation | Ohio Lottery Commission | Vermont Lottery Commission |
| Maryland Lottery & Gaming Control Ag. | Oklahoma Lottery Commission | Virginia Lottery |
| Massachusetts State Lottery | Oregon Lottery | Washington’s Lottery |

International

- | | | |
|--------------------------|-----------------------------------|--------------------------------|
| AB Svenska Spel (Sweden) | Camelot (United Kingdom) | La Française des Jeux (France) |
| Austrian Lotteries | Hrvatska Lutrija d.o.o. (Croatia) | State Lottery of Serbia |

Canada

- | | | |
|--------------------------------------|---|--|
| Alberta Gaming and Liquor Commission | Loto-Québec | Ontario Lottery and Gaming Corporation |
| Atlantic Lottery | Manitoba Lotteries | Saskatchewan Lotteries |
| British Columbia Lottery Corporation | Nova Scotia Provincial Lotteries and Casino Corporation | |

Ways your organization can participate in the campaign and build positive media through responsible gaming messages. Please circle below which options are of interest to your organization and send this form to Lynette Gilbeau at: lynette.gilbeau@mcgill.ca or fax at (514) 398-3401 by **October 17, 2014** to be included in the official press release and campaign announcement.

1. Add your name as a supporter—it’s that easy! We’ll include you in the Holiday Campaign press release and in any materials pertaining to the campaign.
2. Publicize the campaign and your efforts in the media through press releases, twitter posts, PSAs, and the like.
3. Place a link to the NCPG Holiday Campaign site (www.ncpgambling.org/holiday) on your website.
4. Utilize the FREE themed ‘play center’ ad artwork insert for retailers and the public.
5. Develop original materials for retailers and the public.
6. Be creative! In previous years, lottery corporations have developed comprehensive campaigns using blogging, newsletters, Twitter, Facebook, digital signage and messaging using their organizations’ key personnel and strengths.

Yes! We are going to participate in the 2014 Holiday Lottery Campaign:

Contact Name _____ Organization _____

Website _____ Email _____ Phone _____

My campaign includes _____

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