



*“Give Responsibly this Holiday Season - Lottery Tickets are not Child’s Play”*

The Holiday season is approaching quickly and we are thrilled to begin another year of our annual Holiday Campaign. This will mark the seventh year that the International Centre for Youth Gambling Problems and High-Risk Behaviors at McGill University and the NCPG have partnered with lotteries in North America and around the world to share the message that *lottery tickets should not be purchased as holiday gifts for children*. Whether or not it is legal for minors to participate in lottery games in your area, a responsible gaming message is always appreciated, especially around the holidays. This widely endorsed corporate social responsibility campaign is endorsed by NASPL and participation is free. Our goal of sharing a responsible gaming message with regulators, retailers and the general public is most effective when done collaboratively with other organizations.

Research shows that the majority of adolescents gamble at least occasionally, and that lottery products may be a gateway to problem gambling. Youth gambling has been shown to be linked to other risk-taking and addictive behaviors such as smoking, drinking and drug use.

Last year, 38 lottery organizations worldwide formally participated in this initiative, including:

- AB Svenska Spel (Sweden)
- Alberta Gaming and Liquor Commission
- Atlantic Lottery
- Arizona Lottery
- Austrian Lotteries
- British Columbia Lottery Corporation
- California Lottery
- Camelot (United Kingdom)
- Connecticut Lottery Corporation
- Hrvatska Lutrija d.o.o. (Croatia)
- Illinois Lottery
- Iowa Lottery
- Kentucky Lottery Corporation
- La Française des Jeux (France)
- Loto-Québec
- Manitoba Lotteries
- Maryland Lottery and Gaming Control Agency
- Massachusetts State Lottery
- Minnesota State Lottery
- Missouri Lottery
- Montana Lottery
- New Mexico Lottery
- North Carolina Education Lottery
- Nova Scotia Provincial Lotteries and Casino Corporation
- Ohio Lottery Commission
- Oklahoma Lottery Commission
- Ontario Lottery and Gaming Corporation
- Oregon Lottery
- Pennsylvania Lottery
- Rhode Island Lottery
- Saskatchewan Lotteries
- State Lottery of Serbia
- South Dakota Lottery
- Tennessee Education Lottery Corporation
- Texas Lottery
- Vermont Lottery Commission
- Virginia Lottery
- Washington’s Lottery

We continue to expand our collaborative efforts to promote responsible gambling. We have produced a play center insert to publicize the effort, and we encourage you to reproduce and post it in your retail outlets. The insert was designed to facilitate rapid and easy customization. Space is provided for you to add your corporate logo prior to printing. A sample of the insert is attached, and can be sent to you in whatever digital format you require for reproduction and distribution. Feel free to use our insert or create your own materials—we welcome your creative ideas! We also encourage you to reach out to your local problem gambling advocacy group to partner with them in this effort and let them know what you’ll be doing.

Participation in the Holiday Campaign is FREE and has been shown to garner significant positive public attention. The attached form details ways that you can support our efforts. Please complete the form and return it to us by email or fax, and we will send you the program materials. While returning this form is not a requirement to join our campaign, it does mean we can include your organization in our official press releases and other promotional materials.

Lotteries who reply by October 17, 2014 will be included in the International Centre for Youth Gambling Problems and High-Risk Behaviors and NCPG press releases and featured in articles and PSAs appearing in *Lottery Insights* and distributed to other media outlets as well.

We thank you in advance for your support.

Sincerely,

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