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## **Colorado Lottery Reminds Adults about the Risks of Giving Lottery Tickets to Children**

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

(Pueblo, Colo) - The Colorado Lottery today announced its commitment as a Level 3 supporter of the 2021 Gift Responsibly Campaign, joining more than 80 other lotteries and community organizations from across the U.S., 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 Colorado Lottery’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 Tom Seaver, director of the Colorado Lottery. “Research linking early exposure to gambling to future problem gambling and other risky behaviors is why the Lottery has joined the campaign. Our message is a simple one: lottery tickets are appropriate gifts only for adults.”

Level 3 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 through the holidays.

“We are very appreciative of the Colorado Lottery’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.”

As part of its commitment to responsible gaming, the Lottery will use advertising, media and social media throughout the holiday shopping season to remind parents and other adults that Lottery products and Scratch games are not for children. The Lottery will also conduct retailer training and reach out to parents to share this important information.

### **About Colorado Lottery**

Since 1983, the Colorado Lottery has returned more than \$3.7 billion to outdoor projects through Great Outdoors Colorado, the Conservation Trust Fund, and Colorado Parks and Wildlife; and to schools through



Building Excellent Schools Today. Proceeds from sales of Colorado Lottery games - Scratch, Powerball, Mega Millions, Colorado Lotto+, Lucky for Life, Cash 5, and Pick 3 - enhance, protect, improve parks, trails, and open space in Colorado. For more information, visit [coloradolottery.com](https://coloradolottery.com).

**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](https://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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