



**RESPONSIBLE
GAMING** 2026
EDUCATION MONTH

FOR IMMEDIATE RELEASE

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September is Responsible Gaming Education Month

The Colorado Lottery, the American Gaming Association, the Colorado Division of Gaming, and Problem Gambling partners offer tips and information on healthy play.

Pueblo, Colo. (Sept. 1, 2026) - Colorado Lottery, with the American Gaming Association, the Division of Gaming, and the Problem Gambling Coalition of Colorado (PGCC), is participating in Responsible Gaming Education Month (RGEM) this September.

Responsible Gaming Education Month (RGEM) takes place every September to showcase the legal, state-, and tribal-regulated gambling industry's efforts to promote gambling literacy, consumer education, and independent research. RGEM is an opportunity for the Colorado Lottery to educate and engage the Colorado community about how to keep Lottery play healthy and fun.

Throughout September, Coloradans will have opportunities to learn about healthy play, and the importance of knowing one's limits, taking breaks, and other important information to help keep players safe. The Lottery will host engaging events, share entertaining content and tips online, and talk to players about keeping play fun all month long. Players can take the Positive Play Quiz on the Lottery's [Know Your Limits](#) web page.

On Thursday, Sept. 3, visitors to the Colorado State Fair in Pueblo can test their healthy play knowledge for fun prizes from 3-7 p.m. at the Lottery building.

"Helping players understand how to make sure playing the Lottery remains fun by utilizing the tips and information we share, like knowing the odds of our games, taking breaks when needed, and knowing their limits, is core to our mission," said Colorado Lottery Senior Director Tom Seaver. "We take full advantage of these monthlong national campaigns to increase our communication with players to help them stay safe while they play."



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The Lottery's growing player health program has been making a difference. Recent Lottery research found that nearly half of adult Coloradans (47%) recalled or used a Colorado Lottery player health resource. Nearly 75% of research participants also agreed that the Colorado Lottery promotes responsible gambling and that its advertising does not encourage individuals to play beyond their means.

The Colorado Lottery is one of the few lotteries nationwide to have a full-time, [dedicated player safety staff member](#). The Lottery has attained the highest level of verification through the World Lottery Association's responsible gambling certification program and is currently certified through North American Association of State and Provincial Lotteries (NASPL) and the National Council on Problem Gambling's (NCPG) Responsible Gambling Verification Program. It is one of the few lotteries in the country to have achieved and exceeded program standards for the highest certification level, Level 4, for Responsible Gambling.

Evolving as an industry leader in player health, Colorado was the first state to install underage verification on every Lottery kiosk in the state and has increased its underage compliance checks across the state to ensure Lottery tickets are not being sold to minors. Positive play messages can be found on every kiosk, at every retailer, and on every game ticket, all year long.

If you or someone you know has a gambling problem, call or text the National Problem Gambling Helpline at 1-800-MY-RESET or visit www.ncpgambling.org/chat. Help is available 24/7/365 - it is free and confidential.

About Colorado Lottery

The Colorado Lottery operates under three equal pillars: Revenue, Conservation, and Responsibility. Since 1983, the Colorado Lottery has returned more than \$4.6 billion to outdoor projects through Great Outdoors Colorado (GOCO), the Conservation Trust Fund, and Colorado Parks and Wildlife (CPW). Once the GOCO proceeds cap is met, additional proceeds recipients include the Outdoor Equity Grant Program, Building Excellent Schools Today, Outdoor Recreation Industry Office, and other outdoor-related CPW funds. Proceeds from sales of Lottery games - Scratch, Powerball, Mega Millions, Colorado Lotto+, Millionaire for Life, Cash 5, and Pick 3 - support parks, trails, recreation, wildlife, and open space in Colorado, utilizing industry best practices for player health. For more information, visit coloradolottery.com.



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