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Colorado Lottery Joins Holiday Campaign to Raise Awareness About the Risks of Youth Gambling

(Pueblo, CO) - The Colorado Lottery today announced its commitment as the highest level participant of the 2022 Gift Responsibly Campaign, joining lotteries and community organizations across the country and around the world to raise awareness about the risks of buying lottery tickets for children. The campaign is organized by the [National Council on Problem Gambling](https://www.ncpgambling.org/) (NCPG) and the [International Center for Youth Gambling Problems and High-Risk Behaviors](https://www.mcgill.ca/ihdw/projects/gambling) at McGill University.

Research shows that the earlier a person's participation or even exposure to gambling is in childhood, the more likely they are to develop a gambling problem later in life. Gambling exposure during childhood also includes receiving gifts of lottery products, given by an adult who is likely unaware of the associated risks.

"The Colorado Lottery is committed to using all of the industry's best practices available to help keep our players safe while they enjoy the entertaining games of chance that are so critical in supporting and enhancing Colorado's incredible outdoors spaces and school's," said Tom Seaver, director of the Colorado Lottery. "We are committed to supporting responsible gaming all year long."

The Lottery has signed on to the campaign at the highest level and during November and December, the Lottery will work to raise awareness about the risks of youth gambling by 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.”

“Youth problem gambling has emerged as a significant and growing public health issue. We have the Colorado Lottery commitment to raising awareness about risks of youth gambling through the Gift Responsibly Campaign,” said Keith Whyte, NCPG Executive Director. “Our message is a simple one: lottery tickets are never appropriate gifts for children.”

About Colorado Lottery

Since 1983, the Colorado Lottery has returned more than \$3.9 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.

About the National Council on Problem Gambling

The National Council on Problem Gambling (NCPG) 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.

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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