



**FOR IMMEDIATE RELEASE**  
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## **Colorado Lottery asks adults commitment not to gift Lottery products to kids as part of the Gift Responsibly Holiday Campaign**

(Pueblo, CO) - The Colorado Lottery today reaffirmed its strong support for the national Gift Responsibly Campaign, joining lotteries and community organizations across the nation and world to raise awareness about the risks of giving lottery products to children. As part of the campaign, the Lottery is asking adults to [sign a pledge](#) promising not to give Colorado Lottery products to anyone under 18 during the holiday season.

Throughout December, Lottery staff will visit retail locations to promote Holiday Scratch and the Responsible Gifting campaign. Adults at these events will be invited to sign a virtual pledge and will be entered into a giveaway that will take place in early January.

At each store event, guests can enjoy holiday treats, sign their pledge to gift responsibly, and spin a prize wheel featuring Holiday Scratch tickets and other giveaways.

December events to-date include:

- Tuesday, Dec. 16, King Soopers, 7915 Constitution Ave, CO Springs, 10 a.m. to Noon
- Tuesday, Dec. 16, King Soopers, 750 N Ridge Rd, Castle Rock, 1 to 3 p.m.
- Thursday, Dec. 19, King Soopers, 17171 S Golden Rd, Golden, 10 a.m. to Noon
- Thursday, Dec. 19, King Soopers, 13525 Quebec St, Thornton, 1 to 3 p.m.

Research shows that early exposure to gambling can increase the risk of developing gambling problems later in life. Gambling exposure during childhood is often through a lottery product, such as lottery tickets or scratch offs. Often these items are given

to a child by an adult who is unaware of the associated risks. For this reason, the Lottery urges adults not to give lottery tickets to children, whether as gifts or otherwise.

“While our games are designed for entertainment and may seem like a fun gift, research clearly shows that minors should not be exposed to gambling—including Lottery products,” said Colorado Lottery Senior Director Tom Seaver. “Our involvement in the Gift Responsibly Campaign is one more way we help keep both current and future players safe.”

Throughout the holiday season, the Lottery raises awareness about the risks of underage gambling through advertising, public service announcements, social media, in-store events, signage, and retailer outreach.

“Youth gambling is a growing risk that too often goes overlooked. The Gift Responsibly Campaign plays a vital role in helping families and communities understand the importance of keeping lottery products out of kids’ hands,” said Derek Longmeier, President of NCPG’s Board of Directors. “We’re grateful to the Colorado Lottery for joining this effort and working to expand education and awareness to protect young people from gambling-related harm.”

In 2025, the Lottery achieved the North American Association of State and Provincial Lotteries ([NASPL](#)) Responsible Gambling Verification (RGV) at the Sustaining Level, exceeding standards in four of eight program areas. A joint certification program between the National Council on Problem Gambling ([NCPG](#)) and NASPL, the program establishes higher standards for the implementation of responsible gambling principles and demonstrates the Lottery’s commitment to responsibility. In 2018, it joined the World Lottery Association (WLA) and adopted its Responsible Gaming Framework, an internationally recognized set of best practices, achieving Level 4 status. More information on playing responsibly can be found on the Lottery’s [Know Your Limits](#) webpage.

### **About Colorado Lottery**

Since 1983, the Colorado Lottery has returned more than \$4.5 billion to outdoor projects and schools through Great Outdoors Colorado, the Conservation Trust Fund, Colorado Parks and Wildlife, the Outdoor Equity Grant Program, Building Excellent Schools Today, and the Colorado Outdoor Recreation Industry Office. Proceeds from sales of Colorado Lottery games - Scratch, Powerball, Mega Millions, Colorado Lotto+, Lucky for Life, Cash 5, and Pick 3 - enhance, protect, and improve parks, trails, and open space in Colorado. For more information, visit [coloradolottery.com](https://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](http://www.1800gamblerchat.org). Help is available 24/7 - it is free and confidential.

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