



Chris Christie, *Governor*  
Kim Guadagno, *Lt. Governor*  
Ford M. Scudder, *State Treasurer*  
Carole Hedinger, *Executive Director*  
*Benefits Education and Institutions*

---

**FOR IMMEDIATE RELEASE**  
**Media Contact:** Judith L. Drucker  
Chief Communications Officer  
Judith.Drucker@lottery.nj.gov  
Phone: (609) 599-5875

## **Gift Responsibly this Holiday Season**

### ***Lottery Tickets Aren't Child's Play***

**TRENTON (Dec. 4, 2017)** – Today, the New Jersey Lottery (NJL) and the Council on Compulsive Gambling of New Jersey, Inc. (CCGNJ) held a press conference to urge parents to use good judgment when making holiday gift selections for their children. During this holiday season, the NJL has joined the CCGNJ, National Council on Problem Gambling (NCPG), and the International Centre for Youth Gambling Problems and High-Risk Behaviors at McGill University to build public awareness that lottery products are not an appropriate gift for minors.

“During the holiday season and throughout the year, the Lottery is deeply committed to the prevention of underage gambling and to responsible play. Based on industry best practices, we caution the public against gifting lottery tickets to children,” said NJL Executive Director Carole Hedinger. “New Jersey law requires lottery purchasers to be 18 years of age or older. While the law does not prohibit adults from giving tickets to minors, research suggests that this may not always be a good idea.”

“The New Jersey Lottery is a valuable partner with the Council in efforts to reinforce the message that parents and other adults should refrain from gifting lottery tickets to minors,” said Neva Pryor, executive director of the CCGNJ.

To reinforce the message, the Lottery crafted a holiday advertising campaign that includes the messaging, “Parents are urged to think twice about gifting lottery tickets to children.” The advertising campaign reiterates messaging that is present on the “Responsible Play” section of the Lottery’s website. The World Lottery Association (WLA) awarded the campaign with the prestigious “Best Innovation in Responsible Gaming Award.” For this campaign, the Lottery was also awarded the National Council on Problem Gambling’s 2017 Corporate Social Responsibility Award.

“In 2016, the New Jersey Lottery was awarded with the WLA highest Responsible Gaming certification available in the industry, Level 4, acknowledging our achievements,” said Hedinger.

“I congratulate the Lottery on receiving the WLA Level 4 Certification in recognition of its significant efforts to prevent underage gambling and to promote responsible play,” said Pryor.

**-MORE-**

**About the New Jersey Lottery**

Since its inception in 1970, the New Jersey Lottery (NJLottery.com) has contributed nearly \$25 billion to the State in support of education and institutions.

**About the Council on Compulsive Gambling of New Jersey, Inc.**

Since 1983, the Council on Compulsive Gambling of New Jersey, Inc. has helped problem and compulsive gamblers and their families. The group was a pioneer in the compulsive gambling field and remains one of the leaders in providing professional and compassionate services to a wide range of audiences. The Council's mission is to provide prevention, education and referral services to anyone affected by this disorder. They operate the most widely recognized gambling help number in the nation, the 1-800-GAMBLER® Helpline. The help number is now available in 20 states and offers 24-hour, immediate, confidential assistance to anyone affected by gambling problems.

**About the World Lottery Association**

The World Lottery Association (WLA) is the professional association of the worldwide government-controlled lottery industry. It supports global standards for lottery management, security and social responsibility, and provides educational and other services to gaming operators and suppliers. The WLA represents more than 140 government-controlled lottery and sports-betting operators from over 75 countries with combined sales in excess of \$120 billion. More than 60 gaming suppliers are associate members of the Association.

**About the National Council on Problem Gambling**

The NCPG is the national advocate for problem gamblers and their families. NCPG is neutral on legalized gambling and works with all stakeholders to promote responsible gaming and public awareness about problem gambling and gambling addiction.

###