



For Immediate Release
Dec. 21, 2020

Contact: Meghan Dougherty
720-688-0037
Meghan.Dougherty@state.co.us

Colorado Lottery Encourages Age-Appropriate Gift Giving During the Holidays

National Campaign Raises Awareness of Risks for Children Who Receive Lottery Tickets As Gifts

Pueblo, CO – Looking for fun last minute holiday stocking stuffer ideas? Don't make them lottery tickets for anyone under 18. As part of its commitment to the 2020 Responsible Gambling Holiday Lottery Campaign, joining more than 80 other lotteries and community organizations from across the U.S. and around the world, the Colorado Lottery discourages giving lottery products as gifts to minors.

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. The campaign has been endorsed by the World Lottery Association (WLA) and the North American Association of State and Provincial Lotteries (NASPL).

This year's commitment furthers the Lottery's strong commitment to corporate social responsibility through this responsible giving initiative, which is designed to make adults and retailers aware of the risks associated with giving lottery products as gifts to minors during the holiday season -- or any time of the year.

"Research linking early experiences with gambling to future problem gambling and other risky behaviors is why we are investing in responsible giving initiatives like the Holiday Lottery Campaign this year," said Tom Seaver, Director of the Lottery. "Our message is a simple one: lottery tickets are appropriate gifts only for adults."

Our support of NCPG's Responsible Gambling Holiday Lottery Campaign involves encouraging age-appropriate play through public service announcements, social media, in-store signage, and retailer communications. The campaign has been running throughout December.

"We appreciate that the Colorado Lottery is determined to raise awareness about the risks associated with giving children lottery tickets as gifts during the holidays," said NCPG Executive Director Keith Whyte. "All the available evidence shows that exposure to gambling as a youth increases the probability of gambling problems or gambling addiction later in life. We applaud the Lottery for participating in the Responsible Gambling Holiday Lottery Campaign, reminding adults to refrain from giving lottery tickets as gifts to kids."

About Colorado Lottery

Since 1983, the Colorado Lottery has returned more than \$3.5 billion to outdoor projects and schools through Great Outdoors Colorado, the Conservation Trust Fund, Colorado Parks & Wildlife and 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 as well as contribute to the Building Excellent Schools Today (BEST) program. For more information, visit coloradolottery.com.

###

