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## **New York Lottery Urges New Yorkers to Gift Responsibly: Scratch-Offs are Not for Children**

The New York State Gaming Commission's Division of Lottery is once again joining lotteries and public health organizations around the world to raise awareness about the risks of gifting lottery tickets to children. 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.

"No matter the occasion, the New York Lottery's scratch-off tickets are not appropriate gifts for children," said Gaming Commission Chair Brian O'Dwyer. "This holiday season, we remind players that lottery games should be gifted only by adults to adults."

"Youth problem gambling has emerged as a significant and growing public health issue. We applaud the New York Lottery's 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."

The Lottery's support the 2022 Gift Responsibly initiative consists of [radio](#) and [TV](#) public service announcements produced by the agency's marketing partner McCann New York, social media posts, [in-store signage](#), and targeted retailer training.

### **New York's Commitment to Responsible Gaming**

The New York Lottery is committed to providing players with a range of fun, entertaining games in a socially responsible manner. Those seeking help can visit [NYProblemGamblingHelp.org](http://NYProblemGamblingHelp.org) or call New York State's confidential HOPEline at 1-877-8-HOPENY (1-877-846-7369) or text HOPENY (467369).

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