

December 12, 2016

## NY's Responsible Play Partnership Reminder: Some Holiday Gifts Are Not Meant for Kids

New York's Responsible Play Partnership is asking holiday gift givers NOT to gift Lottery scratch-off tickets to minors this holiday season.

The Partnership, comprised of the New York State Gaming Commission, New York State Office of Alcoholism and Substance Abuse Services (NYS OASAS) and the New York Council on Problem Gambling, has launched a TV and radio public service announcement (PSA) campaign aimed at reminding adults that some gifts are not meant for kids:

- English:
  - ["Gift Responsibly" video](#) (English 30 seconds)
  - ["Gift Responsibly" video](#) (English 15 seconds)
  - ["Gift Responsibly" audio](#) (English 30 seconds)
- Spanish:
  - ["Gift Responsibly" video](#) (Spanish 30 seconds)
  - ["Gift Responsibly" video](#) (Spanish 15 seconds)
  - ["Gift Responsibly" audio](#) (Spanish 30 seconds)

Gaming Commission Executive Director Rob Williams said, "The Commission is committed to responsible play practices and has real polices in effect to combat underage gambling and problem gambling. Our *We Check ID* program at more than 17,500 retailers statewide is a strong reminder that you must be 18 years or older to play Lottery games. The 'Gift Responsibly' campaign is a creative extension of our year-round efforts."

New York State Office of Alcohol and Substance Abuse Services (NYS OASAS) Commissioner Arlene González-Sánchez said, "Research shows that gambling early in life can put children at risk for developing problem gambling behavior later on. At holiday time, adults should consider that there are certain gifts – like scratch-off lottery tickets – that are not appropriate for kids and could put their well-being at risk down the road."

New York Council on Problem Gambling Executive Director Jim Maney said, "We discourage youth from participating in any type of gambling until early adulthood when they are less like to be at risk of developing a problem and that includes Lottery scratch-off tickets."

The Gift Responsibly TV PSAs are currently running in 10 markets across 35 networks statewide. The Radio PSAs are running in 16 markets across 59 stations. The campaign is being supported with in-store graphics at all Lottery retail locations. The multi-channel campaign is scheduled to run through the holiday season.

To learn more about the warning signs of gambling addiction, visit the New York Council on Problem Gambling's [warning signs webpage](#).

For help with problem gambling contact the New York State HOPEline at 1-877-8-HOPENY (1-877-846-7369) or by texting HOPENY (Short Code 467369). For general information about problem gambling, visit the [New York Council on Problem Gambling website](#).

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