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NJ Lottery Wins Industry National Award

TRENTON (Aug. 1, 2023) – From among many submissions by organizations across North America, the New Jersey Lottery was selected by the National Council on Problem Gambling (NCPG) as the winner of the prestigious Corporate Multi-Cultural Communications Award for its Retailer Code of Conduct in both English and Spanish. The announcement was made at the Awards Ceremony conducted on July 28, 2023 during the NCPG’s annual National Conference on Gambling Addiction and Responsible Gambling, attended by conference registrants from across the nation.

“This award is a significant achievement for the New Jersey Lottery and represents a team effort of creativity in using integrated communications channels to bring the important message to our retailers about the responsibility of adhering to the highest standards of conduct in the operation of their Lottery business,” said New Jersey Lottery Executive Director James A. Carey, Jr. “Being selected for this award is a huge achievement, and we are honored to be the recipient in recognition of our work to communicate effectively to a multi-cultural audience.”

The Corporate Multi-Cultural Communication Award given to New Jersey Lottery recognizes its work in developing the most effective multi-cultural communication of the Retailer Code of Conduct in both English and Spanish. The Retailer Code of Conduct establishes that, *“Retailers will promote fair, honest and courteous treatment of all customers. Retailers will answer all reasonable customer questions or direct customers to contact the Lottery as necessary. Retailers will sell Lottery tickets to, and redeem winning Lottery tickets for, only individuals who are 18 years of age or older.”*

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New Jersey Lottery • PO Box 041 • Trenton, NJ 08625 • NJLottery.com



Must be 18 or older to buy a lottery ticket. Please play responsibly.
If you or someone you know has a gambling problem, call 1-800-GAMBLER®.