Philip D. Murphy, *Governor*
Tahesha L. Way, *Lt. Governor*
Elizabeth Maher Muoio, *State Treasurer*
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Ad Reminds Players Not to Gift Lottery Games to Minors

New holiday spot part of broader responsible-gambling message

TRENTON (Dec. 09, 2024) – The New Jersey Lottery and its partner, the Council on Compulsive Gambling of New Jersey, has released an advertisement to help families recognize that lottery tickets are not the right gifts for minors.

"On behalf of the New Jersey Lottery and our partner, the Council on Compulsive Gambling (CCGNJ) of New Jersey, I'd like to wish you a happy, healthy and lucky holiday season. Lottery tickets make great stocking stuffers. But please gift responsibly and don't give lottery tickets to children under the age of 18," New Jersey Lottery Executive Director James A. Carey said in the ad, before playfully adding, "If you do, you'll get coal!"

The ad will be shown before all New Jersey Lottery drawings. Further, the Lottery and the CCGNJ will continue to advocate for responsible gambling activities, including additional seasonal ads and social promotions throughout 2025.

About the New Jersey Lottery

Since its inception in 1970, the New Jersey Lottery has contributed more than $33.6 billion to support New Jersey State's financial obligations. Since 2012, the Lottery has been certified by the World Lottery Association as an industry leader in Responsible Gaming best practices. In 2016, New Jersey Lottery received and continues to maintain the highest level of recognition awarded by the World Lottery Association – Level 4 Responsible Gaming Framework Certificate of Accreditation – a distinction certifying that it applies responsible gaming principles in day-to-day operations with an emphasis on continuous improvement.

About the Council on Compulsive Gambling of New Jersey

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 service 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 an international trade organization that serves the interests of state-authorized lotteries and suppliers to the global lottery industry. The WLA serves over 150 state lotteries and more than 75 lottery sector suppliers worldwide. WLA lottery members exist to support good causes in their respective jurisdictions through the sale of responsible, ethical, and entertaining gaming products.

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