

CT LOTTERY RESPONSIBLE GAMBLING HOLIDAY CAMPAIGN

Give a Child a **TOY** not a Ticket.

Since 2008, the CT Lottery has partnered with the International Centre for Youth Gambling Problems and High-Risk Behaviors at McGill University and the National Council on Problem Gambling (NCPG) during the holidays to help spread the responsible gambling message that lottery tickets are not suitable gifts for children.

Research has shown that young people report their first gambling experience, on average, around 9-11 years of age, and approximately 80% of high-school aged adolescents report having gambled for money during the past year.

As part of the CT Lottery's commitment to responsible gambling training, your Lottery Sales Representative will be asking you and/or your employees to answer five questions relating to responsible gambling. This survey will be available on the Retailer Corner News Messaging section of CTLOTTERY.ORG or you can ask your Lottery Sales Rep. for assistance. The training will take place from Monday, November 29, 2021 through Friday, December 31, 2021.

The Lottery is pleased to once again partner with iHeartRadio and Connecticut Children's in the 8th Annual "Give a Child a Toy, Not a Ticket" Holiday Toy Drive now through December 21st. The toy drive is another way to help the CT Lottery spread the Responsible Gambling message that lottery tickets are not suitable gifts for children, while also encouraging toy donations for Connecticut Children's.

The Lottery has provided a holiday campaign point-of-sale flyer. Please post in your store. If you have any questions, please call the CT Lottery for assistance at 1-800-524-5688, press #1.

We appreciate you taking the time to complete this training during the busy holiday selling time, and thank you for helping to make this year's responsible gambling holiday campaign a success.

- Your Partners at the CT Lottery



Purchasers must be 18 or older.

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