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NYS GAMING COMMISSION WANTS YOU TO REMEMBER THAT AGE MATTERS WHEN GIFTING LOTTERY TICKETS

The New York State Gaming Commission is commencing a public service campaign to encourage gift givers to avoid giving Lottery tickets to individuals under the age of 18. The multi-media effort marks the sixth consecutive year the Commission has joined with the National Council on Problem Gambling and other Lotteries nationwide in support of the industry's *Gift Responsibly* initiative to curb underage gambling and encourage responsible play.

The Commission's new public service campaign, *Age Matters*, takes the industry's traditional, holiday-themed Gift Responsibly message to the next level.

"Research from the National Council shows nearly 80 percent of high school-aged adolescents nationwide have engaged in gambling of some sort during the past year. Our *Age Matters* campaign addresses one critical facet of the larger underage gambling issue and seeks to curb the appeal of gifting a minor a gambling instrument at any time of year," said Commission Executive Director Robert Williams.

The *Age Matters* [TV](#) and radio public service spots will air statewide through mid-January 2020. The campaign also includes social media assets.

Most recently, the Commission has partnered with the New York Association of Convenience Stores, the Empire State Restaurant and Tavern Association and the Food Service Alliance of New York State to collaborate on ways to educate retailers and consumers on Lottery age verification compliance standards and to introduce practical ways to block youth access to Lottery products. The partnership is currently focused on raising awareness within the retail community of the social, legal and business implications associated with the sale of Lottery products to underage customers.

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