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New Jersey Lottery Kicks Off Annual Campaign to Prevent Underage Lottery Play

“Not 18 Yet? No Bet” Awareness Campaign Underway

TRENTON (Aug. 16, 2017) – The New Jersey Lottery and the Council on Compulsive Gambling of New Jersey (CCGNJ) kicked off Lottery’s annual “*Not 18 Yet? No Bet*” awareness campaign. This campaign reminds residents and retailers that New Jersey law prohibits the sale of lottery tickets by or to anyone under the age of 18. Carole Hedinger, Executive Director, New Jersey Lottery and Neva Pryor, Executive Director, CCGNJ, renewed their organizations’ commitment to responsible play and the prevention of underage gambling at the campaign’s kickoff event at the Acme Market on Route 33 in Hamilton Square, a Lottery retailer.

“The New Jersey Lottery has a longstanding commitment to promoting responsible play and discouraging underage Lottery play,” said Carole Hedinger. “The Lottery trains its retailers and informs the public of the age restriction on Lottery play in our State through campaigns such as these throughout the year.”

As part of its effort, the New Jersey Lottery has developed a “*Not 18 Yet? No Bet*” brochure providing information about the major types of teen betting, and ways to recognize signs of a gambling problem, for retailer and player education. The brochure also provides concerned individuals with contact information on how to receive advice and assistance. The brochure is available at more than 7,200 Lottery retailer locations, at all Lottery-sponsored exhibits and events and may be downloaded from the [NJLottery.com website](http://NJLottery.com).

Today, the Lottery provided the CCGNJ with additional “*Not 18 Yet? No Bet*” brochures, and supplies of branded pencils for distribution to students who attend the Council’s school lecture series. The pencils are imprinted with the message “*LOTTERY IS NOT CHILD’S PLAY, You Must Be 18 Or Older To Play The NJ Lottery.*”

In addition, the “*Not 18 Yet? No Bet*” message and the 1-800-GAMBLER® Helpline number are continually flashed on Lottery’s digital messaging screens at all retailer locations.

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“Right now, the Council on Compulsive Gambling of NJ is in the midst of a major expansion of its community and school-based outreach programs. One of our focuses this year will be on preventing the onset of gambling addiction among adolescents and young adults, so the New Jersey Lottery's message and support is particularly timely,” said Neva Pryor. “The Lottery continues to be a great partner in promoting the importance of responsible gambling and in publicizing the 1-800-GAMBLER® number. If a parent thinks their child might have a gambling problem, they can call that number for advice and help.”

The Lottery has had a representative on the Council of Compulsive Gambling's board of directors since June 1999. The Council's problem gambling helpline number (1-800-GAMBLER®) is printed on every Lottery ticket, brochure and sign, and appears as a tag line on the Lottery's radio and television advertisements. Finally, the Lottery's website directs visitors to the Council's site (www.800gambler.org), which provides the public with free information and help for compulsive gambling problems.

The New Jersey Lottery has also received international recognition for its responsible gaming initiatives. It has obtained the highest level of achievement by the World Lottery Association (WLA) for its adherence to the Responsible Gaming Principles and Responsible Gaming Framework which is ingrained in the Lottery's day-to-day operations.