



Philip D. Murphy, Governor  
Sheila Y. Oliver, Lt. Governor  
Elizabeth Maher Muoio, State Treasurer  
James Carey, Acting Executive Director

FOR IMMEDIATE RELEASE

**Media Inquiries:**

Missy Gillespie  
Communications Manager  
PublicInfo@lottery.nj.gov  
Phone: (609) 599-5875

**Photos:** Available upon request.

**Video:** <https://vimeo.com/356230007/eb74b8a39c>

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

### *“Not 18 Yet? No Bet” Awareness Campaign Underway*

**TRENTON (Aug. 27, 2019)** – 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. James A. Carey, Jr., Acting 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.

“We have an active partnership with the Council on Compulsive Gambling of New Jersey and support their efforts to prevent underage gambling,” Carey said. “The New Jersey Lottery has a longstanding commitment to promoting responsible play and discouraging underage gambling of any kind.”

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. Finally, the Lottery’s website directs visitors to the Council’s site ([800gambler.org](http://800gambler.org)), which provides the public with free information and help for compulsive gambling problems.

“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 is preventing the onset of gambling addiction among adolescents and young adults, so the New Jersey Lottery’s message and support is particularly important,” said Pryor. “The Lottery continues to be a great partner in promoting the importance of responsible gambling and in publicizing the Council’s helpline number. If a parent thinks their child might have a gambling problem, they can call 1-800-GAMBLER®. We offer support, treatment and hope.”

- MORE -



**Anything**  
can happen in Jersey.

New Jersey Lottery • PO Box 041 • Trenton, NJ 08625 • [NJLottery.com](http://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.



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As part of its effort, the Lottery has developed a *“Not 18 Yet? No Bet”* brochure in English and Spanish providing information about the major types of teen betting and ways to recognize signs of a gambling problem. The brochure also provides concerned individuals with contact information on how to receive advice and assistance. The brochures are available at more than 7,000 Lottery retailer locations, at all Lottery-sponsored exhibits and events, and may be downloaded from the Lottery’s website: [NJLottery.com](http://NJLottery.com).

Today, the Lottery provided the CCGNJ with additional *“Not 18 Yet? No Bet”* brochures, along with 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.

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.

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