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James A. Carey, *Executive Director*

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New Jersey Lottery Renews Its Commitment to Prevention of Underage Lottery Play

"Not 18 Yet? No Bet" Awareness Campaign Underway

TRENTON (Sept. 9, 2024) – New Jersey Lottery Executive Director James Carey and Council on Compulsive Gambling of New Jersey, Inc. (CCGNJ) Executive Director Felicia Grondin have once again come together to raise awareness about the 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.

The *"Not 18 Yet? No Bet"* awareness campaign aims to share the risks associated with underage play and to inform the public about the steps New Jersey Lottery and CCGNJ are taking to prevent it. "Responsible gaming and discouraging underage gambling is at the forefront of every decision we make at the New Jersey Lottery," said Carey. "The New Jersey Lottery and the Council on Compulsive Gambling of New Jersey want to remind families, if you're not 18 yet, there is no bet. To play the Lottery you must be 18 years of age or older."

New to the campaign this year is community-focused public service announcements, reaching attendees of minor league baseball games around the state, including at the Somerset Patriots, Jersey Shore Blueclaws, and Trenton Thunder games. Additional lower-third digital graphics will be added to our daily midday and evening drawing broadcasts throughout the month of September notifying players of the importance of this campaign.

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 possible gambling problem in young people. The brochure also provides information about where to receive advice and assistance for anyone with concerns about underage gambling problems. These brochures are available at all Lottery retailer locations, at all Lottery-sponsored exhibits and events and may be downloaded from the NJLottery.com website.

"The Council on Compulsive Gambling of NJ provides its community and school-based outreach programs free of charge. 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 are particularly important," said Grondin. "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."

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The Lottery provides the CCGNJ annually with additional *"Not 18 Yet? No Bet"* brochures. 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 Lottery has had a representative on the Council's board of directors since June 1999. The 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.

Preventing underage gambling and promoting responsible play is ingrained in the Lottery's day-to-day operations. The New Jersey Lottery has received international recognition for its responsible gaming initiatives, obtaining Level 4 of the World Lottery Association (WLA) Responsible Gaming certification for its adherence to the WLA's Responsible Gaming Principles and Responsible Gaming Framework, which is the highest level of achievement awarded by WLA. The World Lottery Association is one of the world's most respected industry authorities on responsible gaming programs and initiatives. To maintain Level 4 status requires integrating Responsible Gaming Principles into the day-to-day operation, as well as continuous improvement of its member lotteries. Membership in this association is exclusive and requires adherence to a responsible gaming code of conduct.

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