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## Media Release

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### **This Year, Give the Gift Of Responsibility**

#### **Parents encouraged not to purchase lottery tickets as holiday gifts for children**

Halifax, NS (December 10, 2009) – The holiday season is on the minds of many as it quickly approaches. Increasingly popular gifts are lottery and scratch tickets. As an affordable, colorful, and potentially promising gift, they often find their way into the hands of youth.

“It’s important for parents to set the example by showing their kids that gambling is only meant for adults,” says Marie Mullally, President and CEO of the Nova Scotia Gaming Corporation (NSGC). “Lottery and Scratch N’ Win tickets may seem innocent enough, but it is a form of gambling and our message is that youth should not be gambling, no exceptions.”

Results from a recent study showed that 19% of high school students received one or more lottery or scratch tickets as gifts, with 86% coming from a family member. This, coupled with the growing concern of adolescent gambling, prompted NSGC, along with its operator, Atlantic Lottery Corporation, the National Council on Problem Gambling, and the International Centre for Youth Gambling Problems and High-Risk Behaviors at McGill University to collaborate this holiday season to increase public awareness about the effect of giving lottery products as gifts to minors.

“We know that playing the lottery at a young age can increase the potential for problem gambling later in life,” said Dr. Jeffrey Derevensky, co-director of the Centre and a renowned expert on problem gambling among young people.

NSGC and ALC continue to take measures to ensure adults and kids hear the message loud and clear by including age of majority messaging on ticket lottery products and at the point of sale, and its ticket lottery retailers are committed to ensuring 19+ laws are enforced.

Give children the gift of responsibility. The sale of lottery products is restricted to those 19 years of age and older, similar to age restrictions placed on the sale of alcohol. This holiday season, keep the person’s age in mind when choosing to give lottery and scratch tickets as gifts.

For more information contact:

Robyn McIsaac  
Nova Scotia Gaming Corporation  
t. 902-424-4443  
c. 902-440-1551  
e. [rmcisaac@nsgc.ca](mailto:rmcisaac@nsgc.ca)

Dr. Alissa Sklar,  
Senior Researcher and Communications Specialist  
International Centre for Youth Gambling Problems and High-Risk Behaviors  
McGill University  
t. (514) 398-2470  
e. [alissa.sklar@mcgill.ca](mailto:alissa.sklar@mcgill.ca).