
Media Release

NSGC Reminds Adults Not to Give Lottery Products To Children this Holiday Season

December 8, 2008 – Halifax: For the third consecutive year, the Nova Scotia Gaming Corporation (NSGC) and its ticket lottery operator, the Atlantic Lottery Corporation (ALC), are working with the McGill University International Centre for Youth Gambling Problems and High-Risk Behaviors and the National Council on Problem Gambling to discourage parents and other adults from purchasing lottery tickets for their children or other minors.

With the holiday season around the corner, people scurry to find fun and exciting gift ideas and lottery products like scratch tickets are popular stocking stuffers or easy to slip into a holiday card. While lottery products such as Scratch'nWin tickets make great gifts for adults, they are not appropriate for minors.

“As a world leader in prevention programming, it is important that we send a strong message to parents - minors should not be participating in any gambling activity, no matter what the season,” said Marie Mullally, President and CEO of NSGC.

Results from a recent study showed that 30 per cent of high school students received one or several lottery products as a gift during the past 12 months.

“Given the research on youth gambling we urge parents to reconsider before providing lottery products as gifts to minors,” said Keith Whyte, executive director of the National Council on Problem Gambling.

NSGC and ALC are also working to ensure the awareness message is heard through inclusion on digital signage at ticket retail locations, a written message on all lottery tickets, and prevention messages on both the NSGC and ALC websites. The sale of lottery tickets to minors is prohibited.

Parents and caregivers play an influential role in their children’s lives. Preventing them from gambling before they reach the age of majority is the gift to give them this holiday season.

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