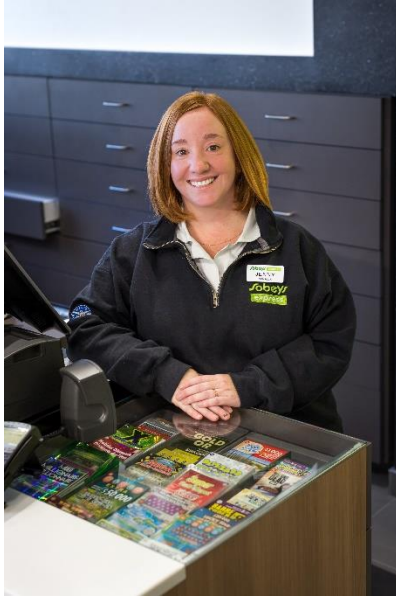


Nova Scotians are reminded not to give lottery tickets to children

Halifax, December 14, 2017 – As important role models for children, parents, caregivers and family members are reminded not to give lottery tickets to minors this holiday season.



Jenny Rodrigues is the Manager of the new Sobey's express, 975 Wilkinson Avenue, in Dartmouth. Sobey's express is one of over 1,000 lottery retailers in Nova Scotia that play an important role in preventing underage gambling during the holidays and all year-round. (Photographer: Maria Longmire)

“We all have a role and responsibility to prevent underage gambling,” says Bob MacKinnon, President and CEO of the Nova Scotia Provincial Lotteries and Casino Corporation (NSPLCC). “As adults, we may enjoy giving and receiving lottery and scratch tickets as gifts during the holidays, or throughout the year, but these are never appropriate gifts for minors.”

Research shows lottery play, especially scratch tickets, can increase the potential for problem gambling later in life. For some youth, it is the initial introduction to gambling activities.

“Lottery tickets are not child’s play and should not be given as gifts to youth,” says MacKinnon. “It is an activity reserved only for adults who choose to gamble and are over the age of 19.”

As managers of regulated gambling in the province, NSPLCC actively promotes responsible gambling year-round. They work with their ticket lottery operator, Atlantic Lottery, to ensure Nova Scotians understand their responsibility by including age of majority messaging on ticket lottery products, and verifying that ticket lottery retailers comply with 19+ laws.

To continue raising awareness, both corporations are again participating in McGill University's Holiday Campaign. This year marks the 10th annual Holiday campaign that discourages youth

gambling and reminds people they can keep the fun in the holidays by gifting lottery tickets responsibly to adults.

Parents, caregivers and family are reminded not to give lottery tickets to minors for the holidays.

Research shows lottery play, especially scratch tickets, can increase the potential for problem gambling.

The President and CEO of the Nova Scotia Lotteries and Casino Corporation, Bob MacKinnon, says we all have a role to play to prevent underage gambling.

And, lottery tickets are never an acceptable gift for anyone under the age of 19.

The corporation actively promotes responsible gambling year-round, along with its ticket lottery operator, Atlantic Lottery.

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*Accompanying photo available for media use on request