



NEWS RELEASE

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TEXAS LOTTERY REMINDS HOLIDAY SHOPPERS TICKETS AREN'T FOR KIDS

The agency joins lotteries and community groups in the 2024 Gift Responsibly Campaign

AUSTIN – With the holiday season upon us, the Texas Lottery is urging consumers to remember that lottery tickets are never appropriate gifts for children. Now in its 16th year participating in the **Gift Responsibly Campaign** – an initiative led by the [National Council on Problem Gambling](#) (NCPG) and the [International Centre for Youth Gambling Problems and High-Risk Behaviors](#) at McGill University – the Texas Lottery is once again joining lotteries and community organizations around the world to raise awareness about the risks of underage lottery play.

“As a high-level participant in the Gift Responsibly Campaign, we are deeply committed to our role in promoting responsible gifting and game play, as well as providing resources for those experiencing or affected by problem gambling,” said Ryan Mindell, the Texas Lottery's executive director. “From the start, we've made it a priority to market and sell lottery products responsibly, making it clear that these games are intended solely for adults aged 18 years and over.”

Research from the NCPG and McGill University indicates that early exposure to gambling in childhood can lead to a higher risk of gambling problems later in life. A child's first experience of gambling may come from a lottery ticket gifted by a parent or other adult who may not realize the potential risks.

“The potential long-term risks associated with underage gambling exposure cannot be understated,” said Keith Whyte, NCPG Executive Director. “We applaud the Texas Lottery for their commitment to raising awareness about the risks of youth gambling and for working to educate the community that lottery tickets are never appropriate gifts for children.”

While the Texas Lottery deploys messages consistently throughout the year to remind consumers that lottery products must only be purchased by players 18 years and older, the agency will intensify its efforts throughout the holiday season. To educate the public about the risks associated with underage lottery play, messages will be featured prominently at point-of-sale in retail locations, on social media, within the Texas

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Lottery® App, on the Texas Lottery's [website](#) and through ongoing education for both employees and retailers.

The Texas Lottery integrates responsible play guidelines across all of its marketing and promotional campaigns. Retailers across the state are trained and reminded not to sell tickets to minors or redeem prizes for anyone under the age of 18. Information on how to find help for problem gambling is available on the Texas Lottery's scratch and draw game tickets, [website](#), app, social media and at Texas Lottery retail locations.

The Texas Lottery's Responsible Gambling program's high standards have been confirmed by NCPG and the North American Association of State and Provincial Lotteries for its adherence to responsible gaming verification standards. Additionally, the Texas Lottery is certified by the World Lottery Association for its responsible gaming framework.

About the Texas Lottery

Beginning with the first ticket sold in 1992, the Texas Lottery has generated more than \$40 billion in revenue for the state and distributed more than \$89 billion in prizes to lottery players. Since 1997, the Texas Lottery has contributed \$34.03 billion to the Foundation School Fund, which supports public education in Texas. As authorized by the Texas Legislature, certain Texas Lottery revenues benefit state programs including the Fund for Veterans' Assistance. Since the first veterans' themed scratch ticket game was launched in 2009, the Texas Lottery has contributed more than \$253 million for programs supporting Texas veterans.

The Texas Lottery provides several entertaining games for lottery players including Powerball®, Mega Millions®, Lotto Texas®, All or Nothing™, Texas Two Step®, Pick 3™, Daily 4™, Cash Five® and scratch ticket games. For more information visit us on Facebook, X, Instagram, LinkedIn, YouTube or at [texaslottery.com](https://www.texaslottery.com). Must be 18 or older to purchase a ticket or enter a promotional second-chance drawing. PLAY RESPONSIBLY.

Editors/News Directors, note: A graphic for the Gift Responsibly Campaign can be downloaded [here](#). (Right-click on the image for saving options.)

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