



Philip D. Murphy, Governor  
Sheila Y. Oliver, Lt. Governor  
Elizabeth Maher Muoio, Acting State Treasurer  
James Carey, Acting Executive Director  
*Benefits Education and Institutions*

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FOR IMMEDIATE RELEASE

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**MEDIA:** [Press conference video and B-roll](#), photos available upon request

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

### ***“Not 18 Yet? No Bet” Awareness Campaign Underway***

**TRENTON (Aug. 6, 2018)** – Today, the New Jersey Lottery (NJL) and the Council on Compulsive Gambling of New Jersey, Inc. (CCGNJ) launched 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. NJL Acting Executive Director James Carey and CCGNJ Executive Director Neva Pryor renewed their organizations’ commitment to responsible play and the prevention of underage gambling at the campaign’s kickoff event held at Corner Express, 5 Lawrenceville Pennington Road in Lawrence Township, a Lottery retailer.

“Our State Lottery has a longstanding commitment to promoting responsible play and discouraging underage Lottery play,” said Carey. “We work closely with the CCGNJ to raise awareness about the age restriction on lottery play in New Jersey and we support the Council’s on-going efforts to prevent underage gambling.”

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 gambling problem, for retailer and player education. The brochure also provides concerned individuals with contact information on how to receive advice and assistance. The brochure is available at more than 7,200 Lottery retailer locations, at all Lottery-sponsored exhibits and events and may be downloaded from the [njlottery.com](http://njlottery.com) website.

Following today’s event, the Lottery provided the CCGNJ with additional “*Not 18 Yet? No Bet*” brochures, and supplies of branded pencils for distribution to students who attend the Council’s school lecture series. The pencils are imprinted with the message “*LOTTERY IS NOT CHILD’S PLAY, You Must Be 18 Or Older To Play The NJ Lottery.*”

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.

- MORE -



New Jersey Lottery • PO Box 041 • Trenton, NJ 08625 • [NJLottery.com](http://NJLottery.com) Must be 18 or older to buy a lottery ticket. Please play responsibly. If you or someone you know has a gambling problem, call 1-800-GAMBLER.



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“Right now, the Council on Compulsive Gambling of NJ is in the midst of a major expansion of its community and school-based outreach programs. 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 is particularly important,” said Pryor. “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.”

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](http://www.800gambler.org)), which provides the public with free information and help for compulsive gambling problems.

The New Jersey Lottery has also received international recognition for its responsible gaming initiatives. It has obtained the highest level of achievement by the World Lottery Association (WLA) for its adherence to the Responsible Gaming Principles and Responsible Gaming Framework which is ingrained in the Lottery’s day-to-day operations.

