



Philip D. Murphy, Governor  
Sheila Y. Oliver, Lt. Governor  
Elizabeth Maher Muoio, State Treasurer  
James A. Carey, Executive Director

FOR IMMEDIATE RELEASE

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Photos: Available upon request  
Video: <https://vimeo.com/453708368/aa55f1e2f8>

## New Jersey Lottery Kicks Off Annual Campaign to Prevent Underage Lottery Play

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

**TRENTON (Sept. 1, 2020)** – Today, the New Jersey Lottery and the Council on Compulsive Gambling of New Jersey (CCGNJ) kicked off the Lottery’s annual “Not 18 Yet? No Bet” Awareness Campaign at the Acme Market on Route 33 in Hamilton Square, a Lottery retailer. This campaign reminds residents and retailers that New Jersey law prohibits the sale of lottery tickets to or by anyone under the age of 18. Jerry Guarino, deputy executive director of the New Jersey Lottery, and Neva Pryor, executive director of CCGNJ, renewed their organizations’ commitment to responsible play and the prevention of underage gambling.

“The Lottery has a longstanding commitment to promoting responsible play and discouraging underage gambling of any kind,” Guarino said. “We have an active partnership with the Council and support their efforts to prevent underage gambling.”



New Jersey Lottery Deputy Executive Director Jerry Guarino speaks on the importance of responsible gaming and preventing underage gambling.

The Lottery has had a representative on the CCGNJ’s Board of Directors since June 1999. The Council’s problem gambling helpline number (1-800-GAMBLER®) is printed on every Lottery ticket, brochure and sign. 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 anyone who may have or need advice about a gambling problem.

“The Council is expanding 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 young child or teenager might have a gambling problem, they can call 1-800-GAMBLER®. We offer support, treatment and hope.”

- 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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The Lottery has developed a “Not 18 Yet? No Bet” brochure in English and Spanish that contains information about the major types of teen betting and ways to recognize signs of a gambling problem in minors. It also provides concerned individuals with contact information on how to obtain advice and assistance. The brochures are available at more than 7,000 Lottery retailer locations, at all Lottery-sponsored exhibits and events, and may be downloaded from the Lottery’s website: [NJLottery.com](http://NJLottery.com).

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.

For distribution to students who attend the Council’s school lecture series, the Lottery provided the CCGNJ with additional “Not 18 Yet? No Bet” brochures, along with supplies of pens and pencils imprinted with the message “You Must Be 18 or Older to Play the NJ Lottery.”



Council on Compulsive Gambling of New Jersey Executive Director Neva Pryor notes the importance of the CCGNJ in helping problem gamblers.

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### **About the New Jersey Lottery**

*The New Jersey Lottery has received international recognition for its responsible gaming initiatives, obtaining the highest level of achievement by the World Lottery Association (WLA). Level 4 Certification, for adherence to the WLA’s Responsible Gaming Principles and Responsible Gaming Framework, which are ingrained in the Lottery’s day-to-day operations.*

### **About the Council on Compulsive Gambling of New Jersey, Inc.**

*Since 1983, the Council on Compulsive Gambling of New Jersey, Inc. has helped problem and compulsive gamblers. The Council’s mission is to provide prevention, education and referral services to anyone affected by this illness. It operates the widely recognized gambling helpline number 1-800-GAMBLER®, offering 24-hour confidential assistance to anyone affected by a gambling disorder.*



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