

FOR IMMEDIATE RELEASE

MEDIA CONTACT: Media Relations, 512-344-5131

mediarelations@lottery.state.tx.us



TEXAS LOTTERY TO RAISE AWARENESS OF PROBLEM GAMBLING RESOURCES DURING MARCH

(AUSTIN) – The Texas Lottery is partnering with the National Council on Problem Gambling (NCPG) to observe March as Problem Gambling Awareness Month (PGAM). Now in its 20th year, the annual initiative is a grassroots campaign that brings together a wide range of stakeholders – including public health organizations, advocacy groups and gambling operators – who work collaboratively to inform people that prevention, treatment and recovery services are available. The campaign theme, “Awareness + Action,” focuses on taking action by having conversations about problem gambling issues and directing people to the help they may need.

“Encouraging responsible gambling has been at the core of the Texas Lottery’s mission since its inception 30 years ago, so we are proud to once again join the NCPG and our more than 20,000 retail partners across the state in raising awareness of the prevention, treatment and recovery services available for those adversely affected by gambling,” said Gary Grief, executive director of the Texas Lottery. “The Texas Lottery is committed to protecting its players by providing tools, information and assistance to those seeking help. With that in mind, we want to remind everyone that Texas Lottery® games are intended to be a form of entertainment with the purpose of supporting public education and Texas veterans’ services. Our games should always be played responsibly. That includes knowing your limits of time and money.”

According to the NCPG, any gambling behavior that compromises, disrupts or damages personal, family or vocational pursuits is considered problem gambling. Most adults who choose to gamble are able to do so responsibly; however, approximately 2 million U.S. adults (1 percent) are estimated to meet the criteria for severe gambling problems and another 4-6 million (2-3 percent) are considered to have mild or moderate gambling problems. It is estimated that only 10 percent of people with gambling problems seek help.

Certified for its Responsible Gambling program by NCPG, the North American Association of State and Provincial Lotteries and the World Lottery Association, the Texas Lottery emphasizes responsible gambling in its marketing efforts and promotional materials throughout the year, all of which encourage responsible play and remind consumers that you must be 18 or older to purchase a lottery ticket. More than 20,000 lottery retailers across the state also are trained that lottery tickets should not be sold to or prizes redeemed by anyone under the age of 18. Training videos and information on the signs of problem gambling are available on the Texas Lottery’s website while resources for help can be found on Texas Lottery tickets, in-store

(more)

brochures and social media. In addition, the PLAY RESPONSIBLY message is included on all tickets and in its advertisements across a variety of digital platforms. The 2022 Problem Gambling Awareness Month messages will be featured in weekly employee and retailer communications and on the Texas Lottery's social media accounts, website and in-store electronic messaging throughout the month of March. The hashtag for the campaign this year is #PGAM2022, which participants are encouraged to use on the various social media platforms.

To get help for a gambling problem for you or someone you know, call or text the NCPG National Helpline at 800-522-4700. The confidential helpline is tollfree in the U.S. and is available 24 hours a day, seven days a week with translation services in 178 languages. For more information about problem gambling go to www.ncpgambling.org/pgam or www.texaslottery.com/playresponsibly.

About the Texas Lottery

Beginning with the first ticket sold in 1992, the Texas Lottery has generated \$34.3 billion in revenue for the state and distributed \$73 billion in prizes to lottery players. Since 1997, the Texas Lottery has contributed \$28.3 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 \$174 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, Twitter, Instagram, YouTube or at texaslottery.com. PLAY RESPONSIBLY.

Editors/News Directors, note: The Problem Gambling Awareness Month logo is attached in JPEG format.

###