



The Kansas Lottery Joins 2025 Gift Responsibly Campaign to Raise Awareness of Youth Gambling Risks

FOR IMMEDIATE RELEASE

December 01, 2025

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Topeka, Kansas – The Kansas Lottery today announced its commitment as a Level 1 participant of the 2025 Gift Responsibly Campaign, joining lotteries and community organizations across North America and around the world to raise awareness about the risks of underage lottery use. The campaign is organized by the [National Council on Problem Gambling](#) (NCPG) and supported by [the North American Association of State and Provincial Lotteries](#) (NASPL).

Research supports that early exposure to or participation in gambling during childhood is highly correlated with the development of a gambling problem later in life. Gambling exposure during childhood is often through a lottery product, such as lottery tickets or scratch offs. Often these items are given to a child by an adult who is unaware of the associated risks.

“The Kansas Lottery is excited to once again take part in the Gift Responsibly awareness campaign,” said Bradley Johnston, the Lottery’s Responsible Gaming Manager. “Lottery tickets can be a great gift, but not for someone under the age of 18. The earlier a person is exposed to gambling, the higher their likelihood of developing problem gambling behavior in life. Over two thirds of adult gamblers have reported that exposure to gambling during adolescence was a key contributing factor to their current gambling, which is a statistic you can’t ignore.”

As a participant of the 2025 Gift Responsibly Campaign, during the months of November and December the Kansas Lottery will work to promote awareness about the risks of underage lottery use by leveraging their reach through both traditional media and digital media, sharing information about youth gambling, and more.

“Youth gambling is a growing risk that too often goes overlooked. The Gift Responsibly Campaign plays a vital role in helping families and communities understand the importance of keeping lottery products out of kids’ hands,” said Derek Longmeier, President of NCPG’s Board of Directors. “We’re grateful to the Kansas Lottery for joining this effort and working to expand education and awareness to protect young people from gambling-related harm.”

About Kansas Lottery

Established in 1986, the Kansas Lottery's mission is to responsibly produce the maximum amount of revenue possible for the State of Kansas, while ensuring the integrity of all games.

About the National Council on Problem Gambling

The National Council on Problem Gambling (NCPG) is neutral on legalized gambling. Based in Washington DC, NCPG is the only national nonprofit organization that seeks to minimize the economic and social costs associated with gambling addiction. If you or someone you know may have a gambling problem, contact the National Problem Gambling Helpline™, which offers hope and help without stigma or shame. Call 1-800-522-4700, text 800GAM, or visit www.ncpgambling.org/chat. Help is available 24/7 – it is free and confidential.