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VIA EMAIL

March 10, 2021

[applicant information]

Re: Request for Records: BCLC File 21-005

British Columbia Lottery Corporation (BCLC) writes further to your February 10, 2021 request, under B.C.'s *Freedom of Information and Protection of Privacy Act* (FIPPA) and BCLC's letter dated February 10, 2021.

You requested:

"A copy of all information notes and briefing notes created for the BCLC executive team and board, or sent to Government, for the period of Nov. 1, 2020 to Dec. 31, 2020."

BCLC is providing ten pages of records in response to your request.

An additional two pages have been withheld in their entirety under sections 12 and 13 of FIPPA.

Below are the reasons for withholding information under the exception to disclosure noted.

Section 12 (cabinet and local public body confidences)

The information withheld under this section, if disclosed, would reveal the substance of deliberations of the Executive Council or one of its committees, including advice and recommendations submitted or prepared for submission to the Executive Council or one of its committees.

Section 13 (policy advice or recommendations)

The information withheld under this section constitutes advice and recommendations by BCLC employees and others to BCLC decision makers.

This response will be published a minimum of five business days after release at:

<https://corporate.bclc.com/who-we-are/corporate-reports/reports-disclosures.html>

If you have any questions or concerns regarding BCLC's processing of your request, please contact me at ksimcoe@bclc.com or at (250) 852-5228.

Additionally, under section 52 of FIPPA, you may ask the Information and Privacy Commissioner to review this reply to your request for information. You have 30 business days from the receipt of this notice to request a review by writing to:

Office of the Information and Privacy Commissioner for British Columbia
P.O. Box 9038, Station Provincial Government
Victoria, BC V8W 9A4

T (250) 387-5629 F (250) 387-1696
Email info@oipc.bc.ca Online www.oipc.bc.ca

Sincerely,
[original signed by]

Kevin Simcoe
Senior Freedom of Information Analyst

Enclosure

INFORMATION NOTE**Bingo Esquimalt Closure****British Columbia Lottery Corporation****Date: November 2, 2020****KEY FACTS:**

On October 28, 2020, BCLC received notice that Bingo Esquimalt, located in Greater Victoria and operated by Great Canadian Gaming Corporation (GCGC), is permanently closing.

GCGC has informed its 16 Bingo Esquimalt staff of the decision to permanently close the facility.

B.C. gambling facilities have been temporarily closed since March 16, 2020 due to COVID-19. While this was a factor in GCGC's decision, BCLC understands that it was considering the closure of Bingo Esquimalt prior to the pandemic.

Prior to March 2020, Esquimalt Bingo accumulated \$69,000 in its bingo jackpot fund. This fund was pooled from players' collective money and is not owned by BCLC nor the service provider. BCLC will determine how the money will be reincorporated back into the system, for example by transferring it to another bingo facility to fund jackpots.

BCLC will consider the future of bingo offerings in the area, as part of a larger provincial bingo strategy, including through discussions with GCGC about the potential to offer bingo at its Elements Casino Victoria, located in View Royal.

BACKGROUND:

Bingo Esquimalt first opened in 1986. GCGC operated Bingo Esquimalt since 2016. The 2,100 square-foot facility had 125 electronic bingo terminals.

Bingo Esquimalt generated \$1.94 million in revenue in fiscal 2019/20, \$1.56 million in 2018/19 and \$3.36 million in 2017/18.

There are no Host Local Government payments from bingo revenue.

With the recent closures of Harbour City Bingo and Esquimalt Bingo, Planet City Bingo in Vancouver is currently the only stand-alone bingo hall in B.C.

BCLC RESPONSE POINTS:

- **Bingo Esquimalt in Greater Victoria has informed BCLC that it is permanently closing – this is a business decision made by Great Canadian Gaming Corporation.**
- **Great Canadian Gaming Corporation had been operating Bingo Esquimalt since 2016.**
- **BCLC thanks the staff and management of Esquimalt Bingo for their service over the last three decades and will take the time necessary to consider the future of bingo in Greater Victoria.**
- **All commercial gambling facilities in the province have been temporarily closed since March 16, 2020 under a government order.**

Name

Number

Program Area Contact:

Laura Piva-Babcock, BCLC

250-828-5576

INFORMATION NOTE**British Columbia Lottery Corporation****Date: November 2, 2020****Financial Information Act
Statement 2019/20****KEY FACTS:**

BCLC will post its 2019/20 Financial Information Act (FIA) report statements, schedules and related documents to bclc.com on November 5, 2020.

For each employee whose total remuneration exceeds \$75,000 annually, BCLC lists the employee's name, total remuneration and total expenses. Total remuneration includes salaries, wages, vacation payouts, bonuses, perquisite allowances and other taxable benefits. Remuneration does not include amounts paid under severance agreements. Expenses include, but are not limited to, costs for travel and accommodation, professional development, employee relocation and industry memberships.

2019/20 FIA REPORT SUMMARY:

- 557 BCLC employees had total remuneration of more than \$75,000;
- Total remuneration for FIA-listed employees was \$57,393,659; and
- Total expenses for FIA-listed employees was \$3,962,271.

Three-year comparison:

Category	FY 2019/20	FY 2018/19	FY 2017/18
Number of employees with remuneration over \$75K	557*	511	481
Total remuneration for over \$75K staff	\$57,393,659	\$51,367,209	\$48,237,518
Total expenses for over \$75K staff	\$3,962,271	\$3,707,255	\$3,532,587
Total remuneration for all staff	\$86,655,726	\$81,429,785	\$75,555,731
Total expenses for all staff	\$5,128,893	\$4,827,020	\$4,586,721

*An increase in the number of employees with remuneration over \$75k compared to the previous year is primarily due to regular fluctuations in employee overtime and vacation payouts. Additionally, lower employee turnover resulted in fewer terminated employees and replacement employees with partial-year salaries, resulting in more employees with total remuneration over \$75k.

BOARD COMPENSATION:

2019/20 – Total remuneration: \$167,301; expenses \$53,090*

2018/19 – Total remuneration: \$92,779; expenses \$15,395

2017/18 – Total remuneration: \$95,364; expenses \$21,374

* An increase in board compensation and expenses is primarily due to a number of vacancies on the board being filled in fiscal 2018/2019. There was an increase in the number of board/committee meetings in fiscal 2019/2020 to facilitate new Board members oversight of the Company.

EXECUTIVE COMPENSATION:

Effective April 1, 2019, BCLC eliminated its past practice of retaining a percentage of salary for executive and management to be paid as an annual lump sum ("holdback") and incorporated holdback into base salary. As such, BCLC paid both the lump-sum holdback earned for fiscal year 2018/19 as well as the increased base salary in 2019/20. The Public Sector Employers' Council Secretariat (PSECS) approved this change, which aligns with others across the public sector.

STATEMENT OF SEVERANCE AGREEMENTS:

There were nine severance agreements made between BCLC and its employees during fiscal year 2019/20, which range from under one month to 18 months of compensation. Specific employees who received severance are not named in the FIA report, and severance is not included in total remuneration.

VENDOR CONTRACTS:

The FIA report lists the amounts paid to vendors and suppliers of goods and services.

- Subtotal of suppliers receiving more than \$25,000: \$1,107,918,977
- Consolidated total of suppliers receiving \$25,000 or less: \$22,910,466
- Total payments to suppliers of goods and services: \$1,130,829,443

VENDORS OF NOTE:

ADVERTISING/MARKETING/PR

Company	BCLC paid
• Mediacom Canada*	\$16,397,938
• Pound And Grain Digital Inc.	\$1,740,346
• One Twenty Three West Communications LLP	\$1,196,323
• McCann Worldgroup Canada Inc.	\$962,184
• FCB Canada	\$946,337
• Inventa Sales & Promotions	\$679,300
• Genumark Promotional Merchandise Inc.	\$326,627
• Facebook Inc	\$303,038
• DDB Canada	\$247,129
Total:	\$22,799,222

*MediaCom Canada is BCLC's contracted agency for media buys, and is not an ad agency.

RESEARCH

Company	BCLC paid
HLT Advisory Inc.	\$78,750
Ipsos Limited Partnership	\$1,391,806
Responsible Gambling Council Of Canada	\$430,432
University Of British Columbia*	\$272,904
University Of The Fraser Valley**	\$62,362
Vision Critical Communications Inc.	\$110,164
Total:	\$2,346,418

*This relates to BCLC's five-year commitment to support the Centre for Gambling Research at UBC to continue its research to reduce harms related to gambling.

**BCLC re-engaged researchers at the University of the Fraser Valley to conduct a third comprehensive four-year longitudinal evaluation of BCLC's Voluntary Self Exclusion program from the perspective of the participants.

LEGAL SERVICES

Company	BCLC paid
Farris, Vaughan, Wills & Murphy LLP	\$43,458
Fasken Martineau Dumoulin LLP	\$253,800
Fulton & Company LLP	\$39,914
Gowling WLG (Canada) LLP	\$160,232
Harris & Company LLP	\$98,706
Hunter Litigation Chambers*	\$2,317,785
Norton Rose Fulbright Canada LLP	\$288,179
Oyen Wiggs Green & Mutala LLP	\$44,084
Total:	\$3,246,158

*Of note: BCLC paid Hunter Litigation \$1.6 million in fiscal year 2018/19. Legal costs can fluctuate year to year, however the increase in legal fees in part relates to BCLC's participation in the Commission of Inquiry into Money Laundering in British Columbia.

BCLC RESPONSE POINTS:

- **All Crown Corporations are required to have compensation plans approved by the Minister responsible for the Public Sector Employers Act.**
- **BCLC's compensation is in line with other government and Crown organizations.**

- Remuneration includes base salary, overtime, payouts for unused or sold vacation and other taxable benefits. As such, there can be year-over-year fluctuations in the number of employees reported as earning in excess of \$75,000.
- The increased earnings reported for executive and management is a result of the elimination of holdback. Executive and management remuneration includes a payout for holdback earned in 2018/19 fiscal and the resulting adjustment in base salary; both were paid in 2020.

ADVERTISING/MARKETING SPEND

- In order to deliver sustained revenue to Government each year, BCLC makes strategic investments to grow its business while managing costs. These costs are a standard investment for BCLC, and help build business, profits and brand recognition for ongoing success.
- In 2019/20, BCLC delivered \$1.34 billion in net income to Government for the benefit of all British Columbians.

LEGAL COSTS

- Litigation costs fluctuate from year to year, based on BCLC's requirements for external legal counsel.

SEVERANCE AGREEMENTS

- BCLC publically reports the number of severance agreements made and the range of time of the agreements each fall in its Financial Information Act report.
- Specific severance information is not disclosed in the Financial Information Act report and is not included in the reported remuneration.

Program Area Contact:	Name Laura Piva-Babcock	Number T: 250-828-5576
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KEY FACTS:

Effective January 1, 2021, BCLC is implementing changes to penalties for lottery retailers who fail to comply with its ID25 age-verification policy. While financial penalties remain, BCLC is removing the potential of suspension or termination of lottery retailer agreements as a form of recourse for non-compliance with ID25. The change is in part because the identification requirement for players who appear 25 and younger is a BCLC policy that supports but is not included in the Gaming Control Act (GCA) legislation which prohibits selling lottery products to minors.

BCLC continues to hold retailers accountable to the ID25 policy through its ongoing “mystery shop” program. Should a retailer fail to undertake a mandatory ID check for a “mystery shop” customer who appears to be 25 years of age or younger, the retailer will have 10 per cent reduced potential bonus eligibility with each fail. After three fails and a loss of the full 30 per cent bonus potential tied to ID25 compliance, BCLC will begin to hold back sales commissions (seven days of commissions withheld after the fourth fail). Other components of the compensation structure remain unchanged.

ID25 is a BCLC policy to help prevent the sale of lottery products to minors, which is illegal. Section 89(3) of the GCA, states a person must not sell, offer for sale, purchase for resale, or do anything in furtherance of selling, offering for sale or purchasing for resale, any lottery ticket to a minor.

Should a retailer not meet its responsibilities under the GCA and sell a lottery product to a minor, BCLC will take immediate action, including suspension (minimum 30 days after first violation) and termination of the Lottery Retailer Agreement (second violation). In addition, retailers may face further action from the Gaming Policy and Enforcement Branch (GPEB).

BACKGROUND:

In 2016, BCLC, in consultation and collaboration with GPEB, introduced ID25, requiring retailers to undertake mandatory ID checks from all lottery customers who appear to be 25 years of age or younger, in order to help ensure that lottery products are only sold to people who are 19 years of age or older. BCLC's ID25 policy increases the level of awareness and due diligence among its retail partners that they are required to ensure lottery products are not sold to minors at their locations. The policy is aligned with other Canadian lottery jurisdictions. Ontario Lottery and Gaming Corporation, for example, conducts a compliance program similar to that of BCLC's in order support to adherence to its own ID25 policy.

Every year, BCLC conducts approximately 1,000 mystery shops, approximately half of which test compliance with ID25, and half of which test to ensure that retailers are following proper ticket-validation processes.

BCLC RESPONSE POINTS:

- **It is illegal to sell lottery products to anyone under 19 years of age and BCLC's ID25 policy is an added layer of due diligence for BCLC's retailers to help ensure lottery products are not sold to minors.**
- **BCLC has financial penalties for retailers who are found to be non-compliant with ID25 program.**
- **Should a retailer sell a lottery product to a minor, BCLC will take immediate action, including suspension (minimum 30 days after first violation) and termination of the Lottery Retailer Agreement (second violation). In addition, retailers may face further action from the Gaming Policy and Enforcement Branch for violating the Gaming Control Act.**
- **BCLC's 3,500 lottery retailers play a critical role in delivering revenue to the Province of B.C. and BCLC counts on them to do so safely and lawfully.**

Program Area Contact:

Name
Laura Piva-Babcock

Number
T: 250-828-5576

INFORMATION NOTE British Columbia Lottery Corporation Date: November 30, 2020	Ninth Annual New Horizons in Responsible Gambling Conference
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KEY FACTS:

On December 1, 2020 BCLC is hosting a free, virtual session, *Banking on a Different Perspective: The Financial Industry's Role in Safer Gambling*. This session is the first of two free, virtual pre-conference sessions leading up to the ninth-annual New Horizons in Responsible Gambling Conference taking place virtually from March 9-11, 2021.

The December session features two speakers who will share their expertise from the UK behavioural research and financial industries. The session will explore the power of data to better understand the relationship between spending and gambling behaviours and how financial services firms can help improve the financial well-being of their customers. A second, free pre-conference session will take place in January or February, the date and topic are TBD.

The theme of New Horizons 2021 is personalizing player health. The topics and keynote speakers for both pre-sessions and the March conference will be available on horizonsrg.bclc.com in addition to the New Horizons 2020 summary paper, which offers key findings and insights from the event.

New Horizons brings together hundreds of industry-leading researchers, policy makers and representatives from around the world to tackle some of the most challenging topics related to gambling and player health. The 2021 event will offer the same world-class keynotes and session leaders in a virtual setting to ensure the health and safety of speakers and participants and to prevent the spread of COVID-19.

Industry and mainstream media are invited to attend the two pre-sessions in addition to the conference, to provide proactive opportunities for elevated public awareness and to support BCLC's player health goals for 2020/2021.

BCLC RESPONSE POINTS:

- **BCLC is proud to host the ninth-annual New Horizons in Responsible Gambling Conference from March 9-11, 2020. The 2021 conference will be hosted virtually and is focused on the theme of personalizing player health.**
- **In addition to the main two-day conference in March, two free pre-sessions are being offered in December 2020 and early 2021 as part of a new multi-session approach to create more opportunities for learning and collaborating.**
- **This year's virtual event will ensure that industry-leading representatives can share their expertise and perspectives on some of the most challenging topics in the gambling industry, while staying safe and helping to prevent the spread of COVID-19.**
- **New Horizons demonstrates BCLC's leadership role in taking action to advance the industry's understanding and support of safer gambling and player health.**

Program Area Contact:	Name Laura Piva-Babcock	Number T: 250-828-5576
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<p>INFORMATION NOTE</p> <p>British Columbia Lottery Corporation</p> <p>Date: December 3, 2020</p>	<p>Stong's Market and BCLC Partner to Offer Online Scratch & Win Ticket Sales</p>
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KEY FACTS:

In December (specific date TBC) Stong's Market will be the first lottery retailer in B.C. to begin a pilot initiative selling Scratch & Win tickets through its ecommerce [website](#). Customers ages 19 and older can choose from 15 Scratch & Win tickets and, once purchased, tickets can be delivered directly to customers or picked up at either of Stong's two Vancouver locations. Age verification is of the utmost importance. BCLC has established training and clear guidelines to ensure age and identification requirements are met and anticipates more lottery retailers will consider selling Scratch & Win tickets online in the future, as ecommerce grows in popularity, most recently in response to the COVID-19 pandemic.

BACKGROUND

BCLC has implemented a pick up and delivery policy that outlines the roles and responsibilities for lottery retailers who sell Scratch & Win tickets online. Only lottery retail employees who are BCLC Lotto Certified and have received training specific to online Scratch & Win ticket sales, pick up and delivery may participate in online Scratch & Win ticket transactions. Lotto Certification entails completion of a course offered through BCLC's online retailer hub that outlines expectations for selling, validating and paying out lottery tickets.

Retailers must follow a multi-step process before providing Scratch & Win tickets ordered online to customers to ensure age-verification and fraud controls are followed. Retailers must:

- Verify the customer is 19+ in accordance with BCLC's ID25 policy prior to providing the envelope with tickets to the customer; ID25 requires the retailer check one acceptable form of government-issued photo identification for customers who appear to be 25 years of age or younger;
- provide sealed, unique envelopes containing tickets only to the customer who placed the order;
- provide sealed, unique envelopes containing tickets only where the customer is physically present to accept it; and
- ensure that the customer verifies the order is correct while in the presence of the lottery retailer.

BCLC's pick up and delivery policy includes several other procedures to ensure that rightful ticket-holders receive their tickets in a secure and timely manner, including order tracking, ticket inventory and refunds. BCLC will closely monitor the program to inform future decisions related to the online sale of Scratch & Win tickets.

BCLC RESPONSE POINTS:

- **BCLC and Stong's Market have teamed up to offer lottery players ages 19 and older the convenience of purchasing Scratch & Win tickets online, with either pick up or delivery options.**
- **Stong's is the first lottery retailer in B.C. to offer an online purchase option and BCLC has established clear controls to support age-verification and identification requirements.**
- **With the growing popularity of online shopping, BCLC anticipates other retailers will request the option to sell Scratch & Win tickets online in the future.**
- **Only employees who have completed the BCLC Lotto Certification course and training specific to online ticket sales are permitted to process and complete online Scratch & Win ticket sales, pick up and delivery.**
- **BCLC is expanding its procedures to support its lottery retailers in meeting evolving player and marketing demands.**

<p>INFORMATION NOTE</p> <p>British Columbia Lottery Corporation</p> <p>Date: December 8, 2020</p>	<p>BCLC's Level 4 WLA Recertification</p>
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KEY FACTS:

BCLC has received the World Lottery Association's (WLA) Level 4 recertification for the 4th consecutive time, demonstrating excellence in responsible gambling programming. Level 4 is the highest level of certification granted by the WLA's Independent Assessment Panel (IAP) under the Responsible Gambling Framework. BCLC will proactively announce its re-certification on December 10, 2020 with a news release posted to bclc.com and shared on social media, as well as a LinkedIn article, publication date TBD.

To achieve Level 4 certification, BCLC successfully demonstrated it met the required criteria related to 10 program elements which make up the WLA's Responsible Gambling (RG) Framework: Research, Employee Program, Retailer Program, Game Design, Remote Gaming Channels, Advertising and Marketing Communications, Player Education, Treatment Referral, Stakeholder Engagement and Reporting and Measurement. BCLC is one of 13 gambling jurisdictions in North America to achieve WLA Level 4 certification, which will remain valid until 2023.

BACKGROUND

The WLA is a global professional association of state lottery and gaming organizations from more than 80 countries. The WLA grants certification under the RG Framework through an Independent Assessment Panel (IAP). Lottery organizations such as BCLC that achieve Level 4 demonstrate they are implementing specific responsible-gambling programs into daily operations and are continuously improving them.

Overall, the IAP was most impressed with BCLC's evolution from awareness to outcome-based RG measures in its evaluation of all new initiatives. The report states that BCLC's "*Player Education program is by far meeting the highest standards in the field.*" BCLC's player-health programs, including GameSense, and Voluntary Self-Exclusion (VSE), as well as its ongoing research initiatives, were highlighted as meeting or exceeding industry standards.

Other highlights from the report include fostering and continuously improving a well-integrated RG program which places the *player* at its centre; offering player-health safeguards and features on BCLC's online gambling site, PlayNow.com, that are "*well integrated in the general perspective of a global health approach,*" and demonstrating a "*constant commitment to your players' health,*" through enhanced accessibility of GameSense Advisors online and by phone in response to COVID-19-related casino closures.

BCLC RESPONSE POINTS:

- **BCLC has received the World Lottery Association's (WLA) Level 4 certification for excellence in responsible-gambling programming for the fourth consecutive time.**
- **Level 4 is the highest level of certification granted by the WLA's Independent Assessment Panel (IAP) under the Responsible Gambling Framework.**
- **BCLC is one of just 13 lottery jurisdictions in North America to achieve Level 4 certification. In its Evaluation Report, the IAP noted that BCLC's "Player Education program is by far meeting the highest standards in the field."**
- **BCLC's ambition is to have the healthiest players in the world by achieving a higher standard of care and support with comprehensive, evidence-based player health programs, including player-health features on PlayNow.com, GameSense and Voluntary Self-Exclusion.**

<p align="center">INFORMATION NOTE</p> <p>British Columbia Lottery Corporation</p> <p>Date: December 10, 2020</p>	<p align="center">BCLC Utility Fees Support to Casino Service Providers</p>
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KEY FACTS:

On December 7, 2020, BCLC verbally advised its casino service providers that it will provide short-term financial relief through reimbursements for electricity and heating/ventilation/air conditioning (HVAC) to keep electronic gambling devices (EGDs) operational while gambling facilities remain temporarily closed due to COVID-19.

EGDs, such as slot machines, must remain on to support the functionality and protect the integrity of the devices and systems. Additionally, they must remain on to enable hardware and major systems upgrades underway, including required updates to the Gaming Management System which is the centralized operating system that underpins operations of the EGD network.

Under the terms of their Operational Services Agreements with BCLC, service providers are responsible for these utility cost. However, given their financial hardship due to the ongoing closure of the land-based casino industry, BCLC will reimburse service providers for specific costs retroactively to October 12, 2020 and until the date on which gambling facilities re-open. BCLC will also reimburse service providers for specific labour and security costs specific to EGD operations and systems upgrades.

BCLC estimates that the combined costs for electricity and HVAC (accounting for the entire network of 14,419 EGDs) is approximately \$123,000 per week. There is currently no timeline for when B.C. casinos and community gaming centres will re-open.

BACKGROUND

On March 16, 2020, Attorney General David Eby following advice from B.C.'s Public Health Officer, Dr. Bonnie Henry, ordered all regulated gambling facilities in B.C. be closed indefinitely. There are currently 16 casinos, 17 community gaming centres and one commercial bingo hall located throughout B.C.

Service providers have continued to request support from BCLC and the Province to remain financially viable and to be able to re-open facilities and recall workers when casinos and community gaming centres are permitted to re-open. This includes letters to the Ministry of Attorney General and BCLC from the BC Gaming Industry Association (September 24, 2020) and from Gateway Casinos & Entertainment Limited (August 24, 2020).

BCLC continues to discuss other financial-relief options with government.

Despite service providers' best efforts to mitigate the financial impact and hardship (e.g., furloughing staff, seeking payment deferrals and refinancing debt), significant costs have been and will be incurred to ensure facilities can successfully re-open when the Public Health Officer determines it is safe to do so.

BCLC RESPONSE POINTS:

- **Electronic gambling devices, such as slot machines, must remain on to support the functionality and integrity of the devices and systems, as well as required major system upgrades.**
- **While gambling facilities are temporarily closed, work continues behind the scenes to make safe re-opening preparations and ensure that games are available to players when they're able to safely return.**
- **BCLC will provide short-term financial relief to our service providers through reimbursements for electricity and heating/ventilation/air conditioning (HVAC) costs to keep electronic gambling devices operational while gambling facilities remain temporarily closed due to COVID-19.**
- **Since March, the timing for re-opening of casinos has been uncertain, but together with our casino service providers we have been preparing for re-opening and have submitted our health and safety plans to WorkSafeBC and the Provincial Health Officer.**

Information Note

British Columbia Lottery Corporation

Date: December 14, 2020

BCLC #GiftSmart Holiday Player-Health Campaign

KEY FACTS:

On December 15, 2020, BCLC will distribute a provincewide media release and coordinate interviews to promote player health and discourage giving children lottery products, while helping to raise the profile of [GameSense.com](https://www.gamesense.com).

The media outreach is part of BCLC's annual [#GiftSmart campaign](#) to remind adults that lottery products, including Scratch & Win tickets, are not appropriate gifts or stocking stuffers for children or youth under 19.

In addition to earned-media outreach, BCLC is advertising #GiftSmart messages through radio spots, at lottery point-of-sale, on digital signage and on BCLC social-media channels.

BCLC is committed to supporting this initiative during the holidays, and year round, through its GameSense programming, including:

- Kids & Gambling brochure - available at lottery retail and at hospitality networks
- Online support information - <https://www.gamesense.com/support/family-members.html>

The #GiftSmart campaign aligns with and supports the [North American public-awareness campaign](#) by the National Council of Problem Gambling and McGill University's International Centre for Youth Gambling Problems to help raise awareness regarding the risks of underage gambling during the holiday season.

BCLC RESPONSE POINTS:

- **Year-round, but especially during the holiday season, BCLC is reminding adults not to gift lottery products, including Scratch & Win tickets, to anyone under the age of 19.**
- **Lottery products may be great stocking stuffers, but not for kids. It is important that parents and adults understand the effect that exposure to gambling at a young age can have later in life.**
- **BCLC encourages parents to start a conversation with their children about the risks of gambling, and during the holiday season, make a conscious decision not to give kids and youth lottery products as gifts.**
- **Part of BCLC's broader GameSense program, the #GiftSmart campaign includes information about how gambling impacts minors and gives parents the tools and support they need to help talk to their kids about gambling. For more information visit [GameSense.com](https://www.gamesense.com).**

Program Area Contact:

Name
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