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Responsible Gaming PSA from New York State Gaming Commission Earns National Honors

“Falls into Place” PSA Named Finalist in *Responsible Gambling Communications* Category. Original Music for the Lottery Division’s “Price is Right” Ad, and Digital Newsletter Also Earn Accolades at National Industry Conference

The New York State Gaming Commission recently received special recognition from the North American Association of State and Provincial Lotteries (NASPL) for its 30-second “Falls Into Place” Public Service Announcement (PSA). The NASPL awards committee, comprised of Lottery and advertising professionals, also cited the Commission’s Lottery Division for its work in creating original music for a TV ad promoting the “Price is Right” scratch-off game as well as original content for its digital *Play by Play* player newsletter.

“We are proud to be recognized by industry colleagues for the work we do to encourage responsible gambling across all our Divisions,” said Commission Executive Director Robert Williams. “The competition across jurisdictions to produce groundbreaking Responsible Gambling messaging is fierce. We are honored to be named among the best in the industry.”

The “[Falls Into Place](#)” radio PSA was recognized for providing individuals who have lost control of their gambling with a hopeful message of how a changed mindset can lead to changed habits. The spot also provides listeners with two follow-up engagement options. The first, the Commission’s new [NY.Gov/NYResponsibleGaming](#) page, provides users with a number of confidential self-assessment tools and identifies additional resources that can help gamblers recognize the signs of gambling addiction. And, for those individuals in need of immediate help, the PSA encourages listeners to access the 1-877-8-HOPENY addictions referral helpline administered by the New York State Office of Alcohol and Substance Abuse Services.

In addition to the Commission’s Responsible Gaming work, the NASPL judges also lauded an original TV score produced by the Lottery Division’s advertising agency, McCann New York, to support the launch of the fast-selling “Price is Right” scratch-off game. Also making NASPL’s Finalist list from the hundreds of submissions received was the Lottery’s *Play by Play* newsletter, which is designed to spotlight the newest tickets, promotions and mobile apps available to players.

News of the NASPL honors comes shortly after the announcement that the Commission will participate in the 12th Annual Gift Responsibly campaign to raise awareness of the risks

associated with youth gambling with the National Council on Problem Gambling and the International Centre for Youth Gambling Problems and High-Risk Behaviors. The Commission's 2019 Gift Responsibly campaign will kick-off in November 2019 and continue through January 2020.

About the HOPEline

New Yorkers struggling with a gambling addiction, or who know someone who is, can find help by calling the State's toll-free, confidential HOPEline at 1-877-8-HOPENY (1-877-846-7369) or by texting HOPENY (467369). Standard text rates may apply.

About McCann New York

McCann New York is a unit of both McCann Worldgroup, a leading global marketing service company, and McCann, the world's largest advertising agency network. McCann Worldgroup also includes MRM//McCann (digital marketing/relationship management), Momentum Worldwide (total brand experience), McCann Health (professional/dtc communications), CRAFT (global adaptation and production), UM (media management), Weber Shandwick (public relations), FutureBrand (consulting/design), ChaseDesign (shopper marketing) and PMK-BNC (entertainment/brand/popular culture). McCann is #3 on the 2016 Ad Age A-List and McCann New York is a Creativity Innovators Standout.

About NASPL

The North American Association of State and Provincial Lotteries (NASPL) was founded in 1971. Evolving from an informal exchange of information among three pioneering lottery directors, the organization has now grown into an active association representing 52 lottery organizations.

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