

GENERAL ASSEMBLY OF NORTH CAROLINA  
SESSION 2009

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HOUSE BILL 1024  
PROPOSED COMMITTEE SUBSTITUTE H1024-PCS10974-RQ-30

Short Title: Lottery Advertising Compliance Act.

(Public)

Sponsors:

Referred to:

April 2, 2009

1 A BILL TO BE ENTITLED  
2 AN ACT TO PROHIBIT ANY STATE LOTTERY ADVERTISING OR SPONSORSHIP  
3 RELATED TO HIGH SCHOOL SPORTS OR HIGH SCHOOL SPORTING EVENTS.

4 The General Assembly of North Carolina enacts:

5 **SECTION 1.** G.S. 18C-114(a)(2) reads as rewritten:

6 "(2) To prescribe the nature of lottery advertising which shall comply with the  
7 following:

- 8 a. All advertising shall include resources for responsible gaming  
9 information.  
10 b. No advertising may intentionally target specific groups or economic  
11 classes.  
12 c. No advertising may be misleading, deceptive, or present any lottery  
13 game as a means of relieving any person's financial or personal  
14 difficulties.  
15 d. No advertising may have the primary purpose of inducing persons to  
16 participate in the Lottery.  
17 e. No advertising or sponsorship may take place in connection with any  
18 high school sport or high school sporting event, or be placed in any  
19 high school sporting venue."

20 **SECTION 2.** This act is effective when it becomes law. No new contracts may be  
21 entered into that violate this act, and any existing contracts may not be renewed in  
22 any manner.

