

GENERAL ASSEMBLY OF NORTH CAROLINA  
SESSION 2025

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SENATE BILL DRS35176-MQ-55

Short Title: Redirect Lottery Advertising for Foster Care. (Public)

Sponsors: Senators Burgin and Alexander (Primary Sponsors).

Referred to:

1 A BILL TO BE ENTITLED  
2 AN ACT TO ELIMINATE THE AUTHORITY OF THE LOTTERY COMMISSION TO  
3 EXPEND LOTTERY REVENUES ON ADVERTISING EXPENSES AND TO REDIRECT  
4 MONIES INTENDED FOR ADVERTISING TOWARD FOSTER CARE PROGRAMS  
5 WITH THE DEPARTMENT OF HEALTH AND HUMAN SERVICES.

6 The General Assembly of North Carolina enacts:

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

8 "**§ 18C-114. Powers and duties of the Commission.**

9 (a) The Commission shall have the following powers and duties:

10 ...

11 (2) To prescribe the nature of lottery advertising to be conducted by lottery game  
12 retailers, which shall comply with the following:

- 13 a. All advertising shall include resources for responsible gaming  
14 information.  
15 b. No advertising may intentionally target specific groups or economic  
16 classes.  
17 c. No advertising may be misleading, deceptive, or present any lottery  
18 game as a means of relieving any person's financial or personal  
19 difficulties.  
20 d. No advertising may have the primary purpose of inducing persons to  
21 participate in the Lottery.

22 ...."

23 **SECTION 1.(b)** G.S. 18C-130 reads as rewritten:

24 "**§ 18C-130. Types of lottery games; lottery games and lottery advertising; certain**  
25 **disclosures and information to be provided.**

26 (a) The Commission shall determine the types of lottery games that may be used in the  
27 Lottery, which may include instant lottery games, online lottery games, lottery games played on  
28 computer terminals or other devices, and other lottery games traditional to a lottery or that have  
29 been conducted by any other state government-operated lottery.

30 (b) In lottery games using tickets, each ticket in a particular game shall have printed on  
31 it a unique number distinguishing it from every other ticket in that lottery game and an  
32 abbreviated form of the game-play rules, including resources for responsible gaming information.  
33 In lottery games using tickets, each ticket may have printed on it a depiction of one or more  
34 cartoon characters, whose primary appeal is not to minors. In lottery games using tickets with  
35 preprinted winners, the overall estimated odds of winning prizes shall be printed on each ticket.



1 No name or photograph of a current or former elected official shall appear on the tickets of any  
2 lottery game.

3 (c) In lottery games using electronic computer terminals or other devices to play the  
4 lottery games, no coins, currency, or redemption ticket shall be dispensed to players from those  
5 electronic computer terminals or devices.

6 (d) No lottery games shall be based on the outcome of a particular sporting event or on  
7 the results of a series of sporting events. Sports wagers shall be governed by Article 9 of this  
8 Chapter.

9 (e) ~~Lottery~~ The Commission shall ensure that advertising shall be by lottery game  
10 retailers is tastefully designed and presented in a manner to minimize the appeal of lottery games  
11 to minors. The use of cartoon characters or of false, misleading, or deceptive information in  
12 lottery advertising is prohibited. All advertising promoting the sale of lottery tickets or shares for  
13 a particular game shall include the actual or estimated overall odds of winning the game. Nothing  
14 in this subsection shall be deemed to authorize the Commission to expend public funds on lottery  
15 advertising.

16 (f) The Commission shall make available a detailed tabulation of the estimated number  
17 of prizes of each particular prize denomination that are expected to be awarded in each lottery  
18 game or the estimated odds of winning these prizes at the time that lottery game is offered for  
19 sale to the public.

20 (g) The Commission shall, in consultation with the Department of Health and Human  
21 Services, develop and provide information to the public about gambling addiction and treatment."

22 **SECTION 1.(c)** G.S. 18C-163 reads as rewritten:

23 **"§ 18C-163. Expenses of the Lottery.**

24 (a) Expenses of the Lottery may include any of the following:

25 (1) The costs incurred in operating and administering the Commission, including  
26 initial start-up costs.

27 (2) The costs resulting from any contracts entered into for the purchase or lease  
28 of goods or services required by the Commission.

29 (3) A transfer of ~~one-thirty-one~~ million dollars ~~(\$1,000,000)~~ ~~(\$31,000,000)~~  
30 annually to the Department of Health and Human Services ~~for~~ to be used as  
31 follows:

32 a. One million dollars (\$1,000,000) for gambling addiction education  
33 and treatment programs.

34 b. Thirty million dollars (\$30,000,000) for foster care programs.

35 (4) The costs of supplies, materials, tickets, independent studies and audits, data  
36 transmission, ~~advertising, promotion,~~ incentives, public relations,  
37 communications, bonding for lottery game retailers, printing, and distribution  
38 of tickets and shares.

39 (5) The costs of reimbursing other governmental entities for services provided to  
40 the Commission.

41 (6) The costs for any other goods and services needed to accomplish the purposes  
42 of this Chapter.

43 (b) Expenses of the lottery shall also include ~~all of the following:~~

44 ~~(1)~~ A ~~a~~ transfer of two million one hundred thousand dollars (\$2,100,000)  
45 annually to the Department of Public Safety, Alcohol Law Enforcement  
46 Division, for gambling enforcement activities.

47 ~~(2) Advertising costs."~~

48 **SECTION 2.** This act becomes effective July 1, 2025.