



General Assembly

January Session, 2025

**Committee Bill No. 5272**

LCO No. 4696



Referred to Committee on GENERAL LAW

Introduced by:  
(GL)

***AN ACT PROHIBITING CERTAIN GAMING-RELATED ADVERTISING,  
MARKETING AND PROMOTIONAL ACTIVITIES.***

Be it enacted by the Senate and House of Representatives in General Assembly convened:

1 Section 1. Subsection (e) of section 12-863 of the general statutes is  
2 repealed and the following is substituted in lieu thereof (*Effective from*  
3 *passage*):

4 (e) Advertising, marketing and other promotional materials  
5 published, aired, displayed or disseminated by or on behalf of any  
6 gaming entity licensee shall:

7 (1) Not depict an individual who is, or appears to be, under twenty-  
8 one years of age, unless such individual is a professional athlete or a  
9 collegiate athlete who, if permitted by applicable law, is able to profit  
10 from the use of his or her name and likeness;

11 (2) Not be aimed exclusively or primarily at individuals under  
12 twenty-one years of age, or at individuals under eighteen years of age if  
13 pertaining exclusively to keno, online lottery ticket sales or fantasy  
14 contests, or any combination thereof;

15 (3) Not directly advertise, target or promote Internet games or retail  
16 sports wagering to specific individuals, rather than a general audience,  
17 who are excluded pursuant to a self-exclusion process as described in  
18 subdivision (5) of subsection (c) of this section, through methods,  
19 including, but not limited to, electronic mail, telephone calls, text  
20 messages, direct messaging applications, mail and social media;

21 (4) State that individuals shall be eighteen or twenty-one years of age  
22 or older, as applicable, to participate in the type of gaming advertised,  
23 marketed or promoted;

24 (5) Not contain images, symbols, celebrity or entertainer  
25 endorsements or language designed to appeal specifically to those  
26 under twenty-one years of age, or, if pertaining exclusively to keno,  
27 online lottery ticket sales or fantasy contests, or any combination  
28 thereof, to those under eighteen years of age;

29 (6) Not contain inaccurate or misleading information that would  
30 reasonably be expected to confuse and mislead patrons in order to  
31 induce them to engage in gaming;

32 (7) Not offer or provide any bonus, credit or other inducement to  
33 engage in or continue gaming;

34 ~~[(7)]~~ (8) Not be published, aired, displayed or disseminated to a  
35 media outlet or on social media, that appeal primarily to individuals  
36 under twenty-one years or age, or, if pertaining exclusively to keno,  
37 online lottery ticket sales or fantasy contests, or any combination  
38 thereof, to those under eighteen years of age;

39 ~~[(8)]~~ (9) Not be placed before any audience where the majority of the  
40 viewers or participants is presumed to be under twenty-one years of  
41 age, or, if pertaining exclusively to keno, online lottery ticket sales or  
42 fantasy contests, or any combination thereof, to those under eighteen  
43 years of age;

44 ~~[(9)]~~ (10) Not imply greater chances of winning compared to other

45 licensees;

46 [(10)] (11) Not imply greater chances of winning based on wagering  
47 in greater quantity or amount, except for a lottery draw game that was  
48 approved prior to January 1, 2024, is available for patron wagering as of  
49 June 6, 2024, includes features approved by the department that increase  
50 the chances of winning and is not exclusively sold by lottery sales  
51 agents;

52 [(11)] (12) Not contain claims or representations that gaming will  
53 guarantee an individual's social, financial or personal success;

54 [(12)] (13) Not use any type, size, location, lighting, illustration,  
55 graphic, depiction or color resulting in the obscuring of any material  
56 fact; and

57 [(13)] (14) If a direct or targeted advertisement or promotion sent to  
58 an individual, including, but not limited to, electronic mail or text  
59 message, include a clear and conspicuous Internet link that allows the  
60 recipient to unsubscribe by clicking on one link.

This act shall take effect as follows and shall amend the following sections:		
Section 1	<i>from passage</i>	12-863(e)

**Statement of Purpose:**

To prohibit any gaming-related advertising, marketing or promotional activity that offers or provides any bonus, credit or other inducement to engage in or continue gaming.

*[Proposed deletions are enclosed in brackets. Proposed additions are indicated by underline, except that when the entire text of a bill or resolution or a section of a bill or resolution is new, it is not underlined.]*

Co-Sponsors: REP. RUTIGLIANO, 123rd Dist.; REP. FISHBEIN, 90th Dist.

H.B. 5272

