



August 17, 2026

State Treasurer Deborah Goldberg
Office of the State Treasurer of the Commonwealth of Massachusetts
Massachusetts State House, 24 Beacon St, Room 227
Boston, MA, 02133

RE: Stop the Massachusetts Lottery From Targeting and Exploiting the Vulnerabilities of the State's Young People and Hold It to the Same Standard Applied Against Social Media Companies Like Meta

Dear Treasurer Goldberg:

We are writing to strongly urge you to take immediate action against the Massachusetts Lottery for purposefully designing their online casino gambling-style app to target and exploit the vulnerabilities of the state's young people, an agency you oversee.

Attached are screenshots of three of the Lottery's current online casino gambling-type games being offered and aggressively marketed on social media across Massachusetts:

- **"The Claw"** – an online casino gambling-version of "the claw," a popular arcade prize game for children often placed near the exits of grocery stores where players use a joystick to position a mechanical metal claw and press a button to drop it, trying to grab prizes like a toy, plush animal, or candy;
- **"The Lamp"** - an online casino gambling game that uses genie imagery channeling Aladdin, the major Disney children's character;
- **"Prize Chickens"** – an online casino gambling game relying on the imagery of a cartoon animal heavily used in children's entertainment, making it appear playful and game-like, resembling the visual language of children's mobile games.

Why is the Mass Lottery being allowed to offer and promote online casino gambling-type games, a known dangerous and addictive product, with child-like themes, cartoonish graphics, and "free-to-play"?

Child-Like Imagery

The Massachusetts Lottery is flagrantly utilizing design features that deliberately exploit and capitalize off young users' unique vulnerabilities.

Through its use of cute characters and bright aesthetics, the Mass Lottery is deceptively trying to make its online casino gambling platform appear like harmless video games, normalizing commercialized gambling for young people.

The Mass Lottery employing cartoon aesthetics is the "Joe Camel" effect: because similar to tobacco marketing, it builds brand loyalty and positive associations long before legal age limits apply.

"Free to Play"

The Mass Lottery offers "free to play" as a way of drawing people in to give users the feeling like they're not gambling with real money at first and once it becomes a habit, they will continue to gamble with their own money.

These "free to play" online casino gambling games are available *to anyone without any age verification*. Visitors to the Mass Lottery's website are able to use \$50 of "play money" *without any kind of sign up at all*. Here is a screen recording that our team filmed this morning where we entered every online casino gambling game offered by the Mass Lottery on its website to gamble for free and as you can see, there was not a single pop-up for age verification: <https://www.youtube.com/shorts/DbJPaKKfgRM> Free to play versions should be behind an age/location verification wall immediately.

Meta vs. The Mass Lottery

Massachusetts Attorney General Campbell has been very aggressive in going after Meta for the harm they are inflicting upon Massachusetts young people. The Massachusetts Lottery should be subject to the same standard that her office and legislative leaders have applied to social media companies like Meta.

By blatantly preying on our young people, the Massachusetts Lottery has chosen to profit by knowingly targeting and exploiting their vulnerabilities. In doing so, the State Lottery is contributing to the ongoing mental health crisis among our young adults and teenagers in the state.

The Massachusetts Lottery is fully-aware of the harmful and negative impacts these types of online casino gambling-type games cause to young users and yet chose to conceal its knowledge and mislead the public to make a profit. This misconduct affects hundreds of thousands of young people in Massachusetts who actively use social media and are being exposed to this manipulative marketing intended to lure them into developing a gambling habit on online casino gambling games.

The Massachusetts Lottery has proven that it will not act responsibly. As the constitutional officer overseeing this agency, we strongly urge you to take immediate action for meaningful changes to the Massachusetts Lottery online platform to protect the state's young people.

If you need further information about this issue, I invite you and your staff to please contact us by email mail@stoppredatorygambling.org or phone (202) 567-6996.

Thank you for your attention to this serious issue.

Sincerely,

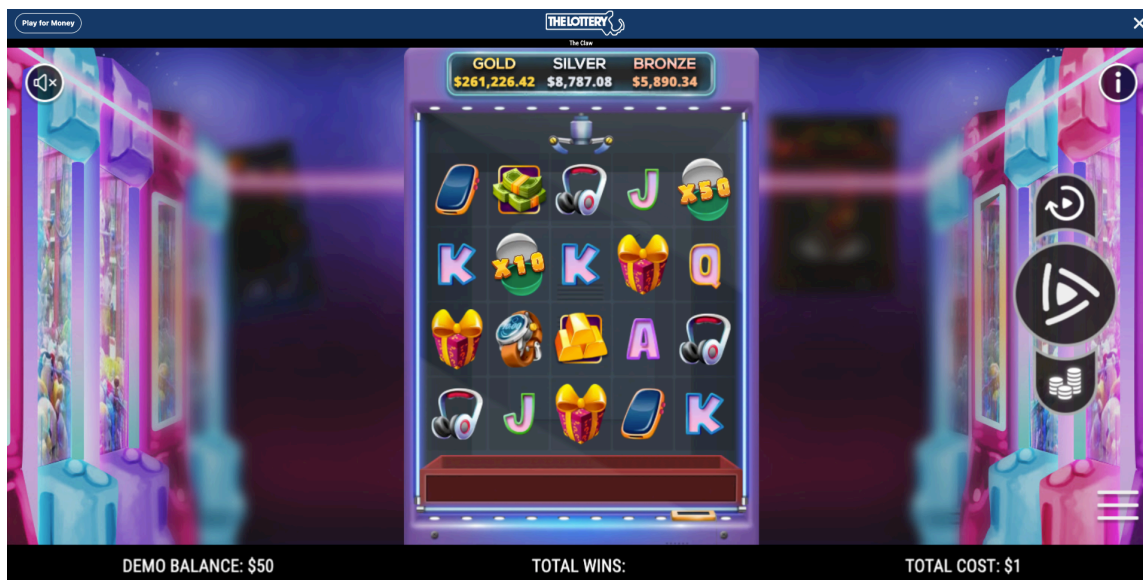


National Director
Stop Predatory Gambling

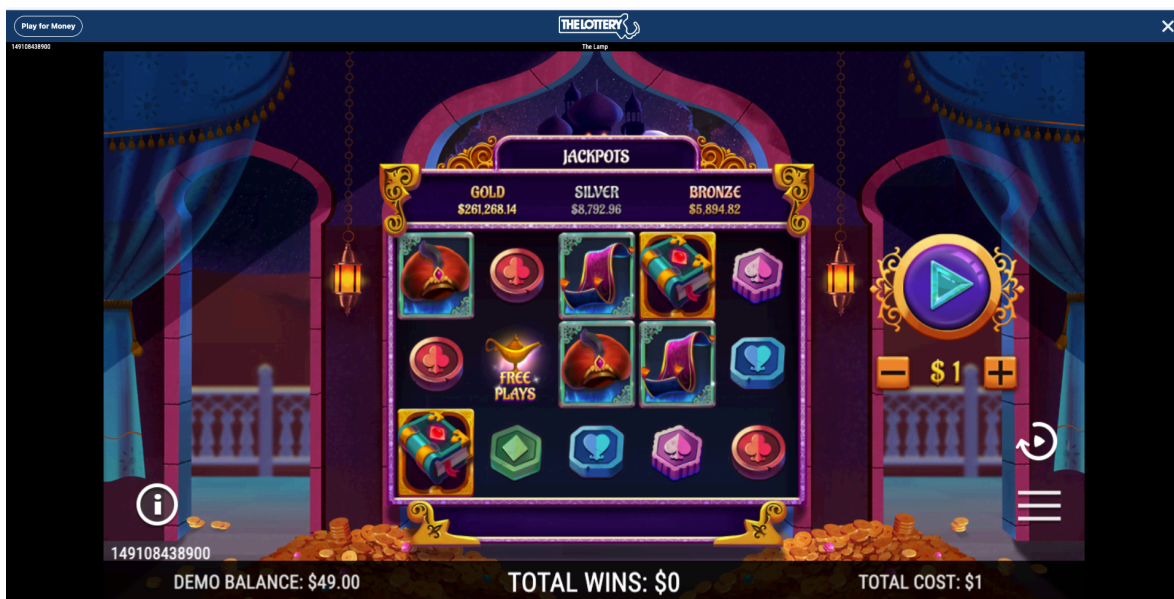
About Stop Predatory Gambling

Stop Predatory Gambling believes people are worth more than money. We are a national nonprofit organization with members of all political stripes in all 50 states whose mission is to reveal the truth behind commercialized gambling to advocate for those who have suffered harm, to prevent more victims, and to champion policy reforms that stop *predatory* gambling. We do not accept financial contributions from commercialized gambling interests.

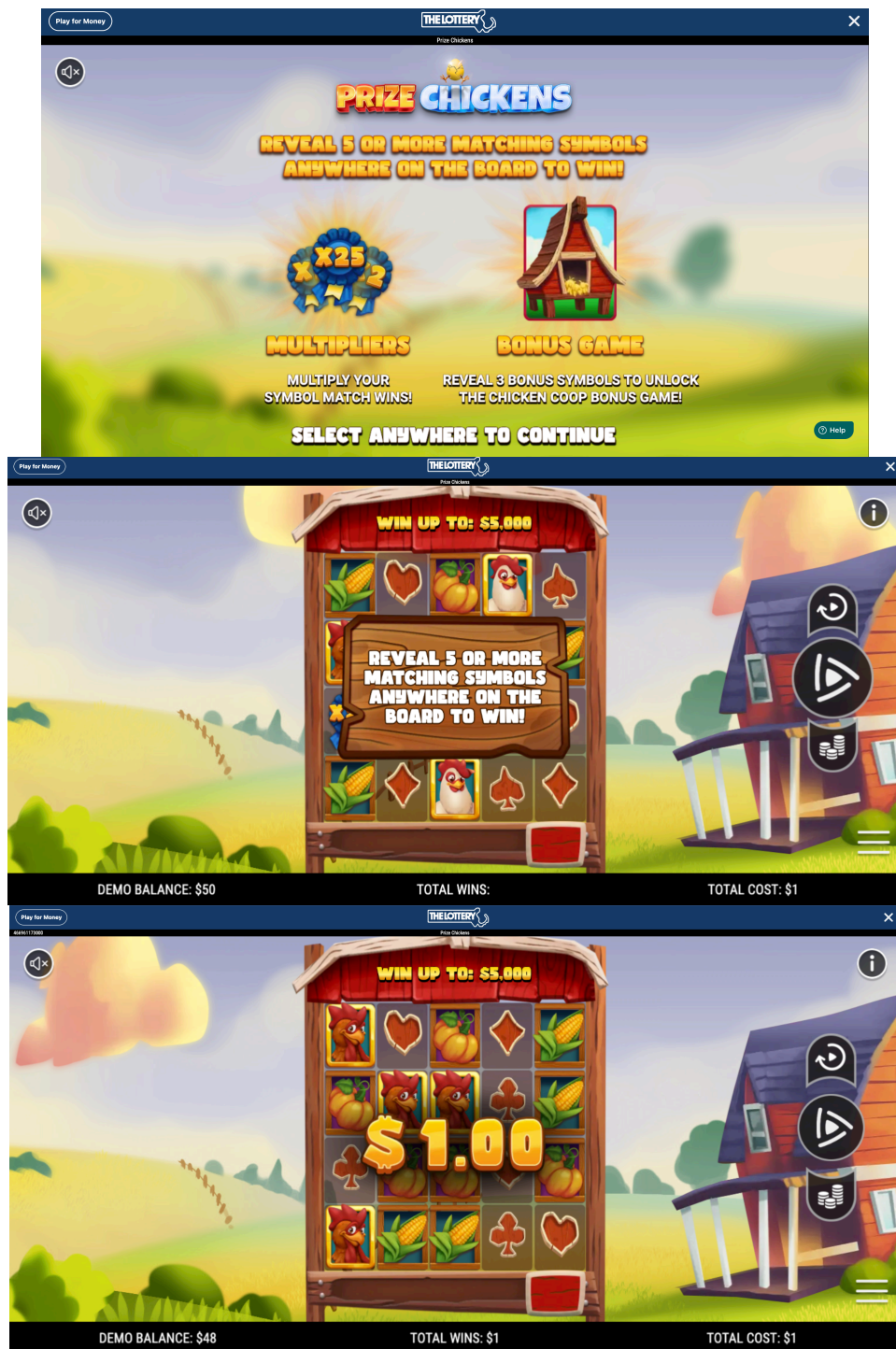
CC: Governor Maura Healey
Attorney General Andrea Campbell
State Senate President Karen Spilka
House Speaker Ron Mariano



Source: The Massachusetts Lottery website, August 17, 2026 <https://www.masslottery.com/games?lobby=e-instant>



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