



CONVENIENCE STORE INDUSTRY SECURES KEY PROTECTIONS IN MASSACHUSETTS ILOTTERY LAW

Vital protections for brick-and-mortar stores advocated for by NECSEMA included in landmark legislation legalizing online lottery

Stoughton, Mass. – Massachusetts’ landmark legislation legalizing a new online lottery - called iLottery – has included several key protections advocated for by the convenience store industry to protect brick-and-mortar businesses and create a competitive landscape when the new system is rolled out.

“Through our hard work and advocacy, we are proud to see that many key protections for our store operators were included in the new legislation passed this week by the Legislature,” said Peter Brennan, Executive Director of the New England Convenience Store and Energy Marketers Association. “Simply moving the State Lottery online without any consideration for the impact on local store owners would have been catastrophic. We are grateful that the Legislature included these vital protections to help our store owners remain competitive in the face of evolving technologies.”

NECSEMA officials were among the industry voices that offered key testimony and worked with the Legislature as they crafted the new legislation, which was signed into law by Gov. Maura Healey this week. Among the protections for store operators included in the new law are:

- The creation of a stakeholder “Lottery Modernization Committee,” which will include several industry representatives, including a member of NECSEMA and a licensed sales agent from a brick-and-mortar store;
- Allowing brick-and-mortar stores to accept debit card payments for lottery;
- Requiring all iLottery apps to include a search function to point customers to local stores;
- Requiring strict age verification for iLottery; and
- Requiring the Lottery commission to implement promotional activities to encourage the purchase of lottery tickets, games, or shares through licensed sales agents.

“Our stores are essential small businesses that provide food, drinks, fuel and other products and create employment in our communities,” Brennan said. “We look forward to working with the Lottery Commission to build upon these provisions for brick-and-mortar stores in order to help our

industry remain competitive as technology improves while allowing operators to continue providing jobs, goods and services in our neighborhoods.”

Learn more at www.necsema.net. To interview Peter Brennan, Executive Director of NECSEMA, contact: Dave Wedge, 617-799-0537 or davidmwedge@gmail.com.

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About NECSEMA

The New England Convenience Store and Energy Marketers Association (NECSEMA) represents and promotes the interests of more than 1,700 convenience store and service stations across New England by providing members with legislative and regulatory advocacy on key issues and valued services for all members, including resources, networking, training, and educational programs.