

HOUSE BILL 633

By Holt

AN ACT to amend Tennessee Code Annotated, Title 4,
Chapter 51, Part 1, relative to state lottery
operations.

BE IT ENACTED BY THE GENERAL ASSEMBLY OF THE STATE OF TENNESSEE:

SECTION 1. Tennessee Code Annotated, Section 4-51-105(a), is amended by deleting subdivision (8) and substituting instead the following:

(8) To conduct such market research as is necessary or appropriate, which may include an analysis of the demographic characteristics of the players of each lottery game and an analysis of advertising, promotion, public relations, incentives, and other aspects of communication; provided, that no analysis may be used to target lottery advertising, promotion, public relations, incentives, or other aspects of communication toward any lottery player based upon the player's economic status or socioeconomic status;

SECTION 2. Tennessee Code Annotated, Section 4-51-105(a), is further amended by deleting subdivision (17) and substituting instead the following:

(17) To advertise and promote the lottery and lottery games in a tasteful, dignified, and responsible manner; provided, that no advertisement or promotion shall be targeted toward any lottery player based upon the player's economic status or socioeconomic status;

SECTION 3. This act shall take effect July 1, 2017, the public welfare requiring it.