



WISCONSIN LOTTERY

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FOR IMMEDIATE RELEASE

Wisconsin Lottery Celebrates Lottery Week

Community contributions and retailer commissions generate positive, annual impact

MADISON, Wis. – Wisconsin Lottery, in collaboration with lotteries across North America, is co-hosting a week-long celebration - Lottery Week (July 11-18). The annual observance is in its third year of existence, recognizing the collective contributions to communities in the United States and Canada.

Supporting community programs in 45 states plus the District of Columbia, Puerto Rico and the U.S. Virgin Islands, U.S. lotteries generated sales of more than \$89.6 billion in 2020, resulting in more than \$23.7 billion for their beneficiaries. An average 95% of funds from traditional U.S. lottery games goes directly back into the economy through prizes, retailer commissions and public programs such as education, the environment, health care, capital construction projects, property tax relief, and cultural activities.

"It's been an incredibly challenging year, so it feels great to celebrate Lottery Week knowing we are continuing to fulfill our mission and provide Wisconsin homeowners with property tax relief," said Wisconsin Lottery Director Cindy Polzin. "I'm so proud of our retailers and staff for everything they do to provide rewarding entertainment for our players."

In Wisconsin, the Lottery distributed more than \$237 million to homeowners for 2020 property taxes. In addition, retailers large and small throughout the state earned a combined total compensation of more than \$50 million. Since 1988, Wisconsin Lottery has provided more than \$9.1 billion in prizes, \$4.8 billion in property tax relief to eligible Wisconsin homeowners, and more than \$1 billion in retailer compensation. Due to great retailer partnerships, player enthusiasm, and innovative gaming, the Wisconsin Lottery expects to surpass its fiscal year 2021 sales goal and set a new sales record for the fourth consecutive year.

But there's more beyond the numbers. Lottery organizations team up with responsible gambling groups to educate retailers and consumers to help encourage safe, responsible play. Wisconsin Lottery is a proud partner of the Wisconsin Council on Problem Gambling and participates in annual responsible gaming advertising campaigns.

In celebration of Lottery Week, Wisconsin Lottery social media sites are using the hashtag #LotteryWeek to feature retailers and winners. In addition, Lottery social media and Players Club emails are offering giveaways on Tuesday, July 13. Prizes include chip clips, koozies, sunglasses, \$2 crossword scratch tickets, water bottle, and a zipper bag. Participants must be 18 years old and a Wisconsin resident to enter the giveaway.

Lottery Week evolved from an idea implemented with great success by the Massachusetts Lottery in 2018. Declaring July 17, 2018 as the official National Lottery Day, Massachusetts offered consumers and retailers a special day of lottery offers and celebrated the provision of billions of dollars in local aid provided since the state's Lottery was created in 1972.

ABOUT THE WISCONSIN LOTTERY

The Wisconsin Lottery enriches communities statewide by giving back 93 percent of its revenue to winners, retailers, and Wisconsin homeowners.

Since 1988, the Wisconsin Lottery has generated:

- More than \$16.1 billion in total revenue
- Over \$9.1 billion in prizes paid
- More than \$4.8 billion in funding for property tax credits to eligible Wisconsin homeowners

For more about the Wisconsin Lottery, visit wilottery.com. Follow the Wisconsin Lottery on Facebook ([/wilottery](https://www.facebook.com/wilottery)), Instagram ([@wilottery](https://www.instagram.com/wilottery)), Twitter ([@wilottery](https://twitter.com/wilottery)), and YouTube ([/wilottery](https://www.youtube.com/wilottery)).

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