



Wisconsin Lottery

DEPARTMENT OF REVENUE

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FOR IMMEDIATE RELEASE

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Wisconsin Lottery Asks Players to Gift Responsibly This Holiday Season

Lottery joins international campaign

MADISON, Wis. – In partnership with the National Council on Problem Gambling (NCPG) and McGill University's International Centre for Youth Gambling Problems and High-Risk Behaviors, the Wisconsin Lottery is asking players to gift responsibly this holiday season and not purchase lottery tickets as gifts for children and adolescents.

"We are proud to partner with the NCPG Holiday Lottery Campaign," said Wisconsin Lottery Director **Cindy Polzin**. "It is a fitting time to remind our players that participation in lottery games is not for anyone under 18 years of age. We ask our players to enjoy our games responsibly and accordingly when considering holiday gifting options."

The Wisconsin Lottery continues its ongoing campaign involvement as an official partner this year. December's Wisconsin Lottery retailer newsletter and Wisconsin Lottery social media platforms feature the holiday gift responsibly message throughout the month.

For the first time in history, the 2018 Holiday Lottery Responsible Gaming Campaign includes 100% participation of U.S. and Canadian lotteries. The campaign is endorsed by the World Lottery Association and North American Association of State and Provincial Lotteries (NASPL), and European Lottery Association (EL), highlighting its global reach.



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 generated:

- More than \$14.5 billion in total revenue
- Over \$8.2 billion in prizes paid
- More than \$4.3 billion in funding for property tax credits to eligible Wisconsin homeowners

For more about the Wisconsin Lottery, visit wilottery.com. The Wisconsin Lottery is on social media via Facebook and YouTube ([/wilottery](https://www.youtube.com/wilottery)) and Twitter and Instagram ([@wilottery](https://www.instagram.com/wilottery)).

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