



## Wisconsin Lottery

DEPARTMENT OF REVENUE

2135 RIMROCK ROAD - MS231 • P.O. BOX 8941 • MADISON, WISCONSIN 53708-8941 • 608.261.8800 • FAX 608.264.6644 • [www.wilottery.com](http://www.wilottery.com)

### FOR IMMEDIATE RELEASE

March 23, 2018

CONTACT Wisconsin Lottery Communications  
608.261.8412 or [WILotteryCommunications@wisconsin.gov](mailto:WILotteryCommunications@wisconsin.gov)

## March is Problem Gambling Awareness Month

### *The Wisconsin Lottery Receives Outstanding Achievement Award from The Wisconsin Council on Problem Gambling*

The Wisconsin Lottery was recently recognized by the state's primary compulsive gambling organization for its efforts to address problem gambling in Wisconsin.

The Wisconsin Council on Problem Gambling (WCPG) presented the Lottery with its 2018 "Outstanding Achievement Award" during its annual statewide conference in Waukesha. The award is given to a person or organization that has provided excellence in providing services, resources and long-term devotion to problem gamblers.

"It is important for the Wisconsin Lottery to increase public awareness of problem gambling and the availability of prevention, treatment and recovery services," noted Wisconsin Lottery Director Cindy Polzin. Polzin also thanked the Council and its members for all the great work they do.

The Lottery received the Outstanding Achievement Award for developing a problem gambling public awareness campaign that has increased calls to the council's helpline, and for its long-term partnership and financial support of WCPG. The statewide public awareness campaign features radio and print advertisements that highlight problem gambling behaviors and provides WCPG contact information including:

- 1-800-GAMBLE-5 (helpline phone number)
- 920-888-HELP (helpline text number)
- [www.wi-problemgamblers.org](http://www.wi-problemgamblers.org)

In the last ten years, the Wisconsin Lottery has;

- Spent over \$2.9 million on responsible gaming advertising
- Printed the WCPG hotline number on all scratch tickets
- Included the hotline on all retail point-of-sale pieces
- Posted the hotline number at more than 75 lottery events annually
- Linked the council's web site to its own site, [www.wilottery.com](http://www.wilottery.com)
- Funded four \$150 scholarships annually
- Transferred close to \$400,000 from the Lottery fund to the Department of Health Services to provide support

- END -