



## Wisconsin Lottery

DEPARTMENT OF REVENUE

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### FOR IMMEDIATE RELEASE

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## ***Wisconsin Lottery Recognized for Responsible Gaming Advertising*** ***"Not So Super" Wins International Award for Print Ad***

The Wisconsin Lottery is pleased to be internationally recognized for its efforts to combat problem gambling. Its ad "[Not So Super](#)," developed by Creative Marketing Resources, Inc. (CMR), received the International Batschy Award in the "Responsible Gaming: Print" category. The award was presented to Lottery Director Cindy Polzin at the North American Association of State and Provincial Lotteries (NASPL) conference last week. "Once again, we are honored and humbled to receive this award. Problem gambling can be devastating, and problem gamblers need help. We will continue to reach out to players to make sure they know how and where to get help if they need it," notes Polzin.

The Batschy Awards are presented to NASPL members for outstanding advertising and business communication achievements and is named in honor of the late Ralph Batschy, elected NASPL's first president in 1971. This is the fifth consecutive year that Wisconsin has been a finalist or winner in this category.

The Wisconsin Lottery works closely with the Wisconsin Council on Problem Gambling (WCPG), to educate and highlight public understanding of problem and compulsive gambling.

WCPG efforts are focused on the following:

- Support for public education and awareness of problem and compulsive gambling
- Advocate quality assistance for all individuals who may be adversely affected by gambling problems
- Identify "high risk" groups for problem and compulsive gambling and highlight prevention activities
- Provide training to professional counselors in the treatment of compulsive and problem gamblers

If you or someone you know has a gambling problem, call 1-800-GAMBLE-5 (1-800-426-2535), text 920-888-HELP or visit [wi-problemgamblers.org](http://wi-problemgamblers.org).

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