



Wisconsin Lottery

DEPARTMENT OF REVENUE

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Wisconsin Lottery Recognized for Responsible Gaming Advertising Wins International Award for Print Ad

The Wisconsin Lottery is pleased to be internationally recognized for its efforts to combat problem gambling. Its ad "Stuck," developed by Creative Marketing Resources, Inc. (CMR), received the International Batchy 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. "We are honored to be recognized by our industry with this award. Problem gambling is a serious issue. 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 Batchy Awards are presented to NASPL members for outstanding advertising and business communication achievements and is named in honor of the late Ralph Batch, elected NASPL's first president in 1971. This year there were 550 entries from 47 lotteries in the TV, Radio, Print, Responsible Gambling and Best New Game categories, a new record.

The Wisconsin Lottery works closely with the Wisconsin Council on Problem Gambling (WCPG), to educate and highlight public understanding of problem and compulsive gambling. Rose Gruber Blozinski, WCPG's Executive Director, is also happy the ads are being noticed. "The lottery print and radio ads are a great addition to our public awareness campaign. They help us reach thousands of people we wouldn't otherwise have contact with."

WCPG efforts are focused on the following:

- Promote 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) 24 hours a day.

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