



WISCONSIN LOTTERY

2135 Rimrock Road - MS 231
P.O. Box 8941
Madison, WI 53708-8941

News Release

Contact: Wisconsin Lottery Communications

608-261-8412 | WILotteryCommunications@wisconsin.gov | 608-264-6644

WILottery.com



January 29, 2019
FOR IMMEDIATE RELEASE

New Campaign Highlights Lottery's Benefits to Wisconsin

Initial broadcast spot highlighting players and retailers debuted Monday

MADISON, Wis. – The Wisconsin Lottery's new beneficiary campaign unveiled Monday shines a spotlight on how the Lottery benefits the state. The series titled "What Do Lottery Winners Look Like?" debuted with a winter-themed spot featuring state players and retailers engaged in everyday activities.

The broadcast spots personalize the Lottery experience by showcasing winners, retailers, and Wisconsin homeowners who in part, represent the recipients of 93 percent of Wisconsin Lottery revenue. Since 1988, the Wisconsin Lottery has paid over \$8.2 billion in prizes, generated more than \$4.3 billion in property tax relief for state homeowners, and surpassed \$920 million in retail compensation.

"Residents across Wisconsin feel positive effects of the Lottery every day," said Wisconsin Lottery Director **Cindy Polzin**. "Homeowners, retailers, and prize winners are Lottery success stories in communities throughout the state. Seeing our players in some of their favorite everyday activities generates a genuine Wisconsin feel that we can associate with our own hometowns."

Including the winter scene currently airing statewide, the spots present actions of players who won Wisconsin Lottery games and retailers who own sales locations. Each of the campaign's spots were produced and filmed in Wisconsin by Square Joint Productions, edited by post-production design studio Wonder Wonder, and ideated by advertising agency Hoffman York, all based in Milwaukee. Filming sites included retail locations in Green Bay, Manitowoc, and West Allis.

Spots will air on broadcast/cable, sports programming, and connected television programming. Following its Jan. 28 debut, the winter theme continues airing into February. Two additional spots, each featuring different scenes, will hit airwaves during the spring, summer and fall months.

Prize winners featured in the campaign include members of the Wisconsin Lottery Players Club. The men and women appearing in the spots hail from around the state, including Beaver Dam, Beloit, Eau Claire, Madison, Oshkosh, Sullivan, Watertown.

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)).

– wilottery.com –