



WISCONSIN LOTTERY

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News Release

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FOR IMMEDIATE RELEASE

Wisconsin Lottery Encourages Responsible Gifting This Holiday Season *Lottery partners with international responsible gambling holiday campaign*

MADISON, Wis. – The Wisconsin Lottery is asking players to gift responsibly this holiday season and not purchase lottery tickets as gifts for children and adolescents. Every year, the Wisconsin Lottery partners with the National Council on Problem Gambling (NCPG) and McGill University's International Centre for Youth Gambling Problems and High-Risk Behaviors in a national Responsible Gambling Holiday Lottery Campaign to increase public awareness about the serious issue of youth gambling.

"We are proud to once again partner with the NCPG Holiday Lottery Campaign," said Cindy Polzin, Wisconsin Lottery Director. "It's the perfect time of year to remind our players that participation in lottery games is not for anyone under age 18. We also ask our players to please enjoy our games responsibly."

As part of Wisconsin Lottery's campaign involvement, holiday-related responsible gaming messages have appeared in December's retailer newsletter, Wisconsin Lottery social media platforms, and daily Player's Club emails.

In 2019, 100% of United States and Canadian lotteries, along with numerous international lotteries and non-lottery organizations, have joined the Campaign to spread awareness about responsible gambling. 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. Of each dollar spent on the Wisconsin Lottery, 57 cents goes back to prizes, 30 cents to property tax credits, seven cents to operations and six cents to retailers. 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.facebook.com/wilottery)) and Twitter and Instagram ([@wilottery](https://www.instagram.com/wilottery)).

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