



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

WILottery.com



December 15, 2020
FOR IMMEDIATE RELEASE

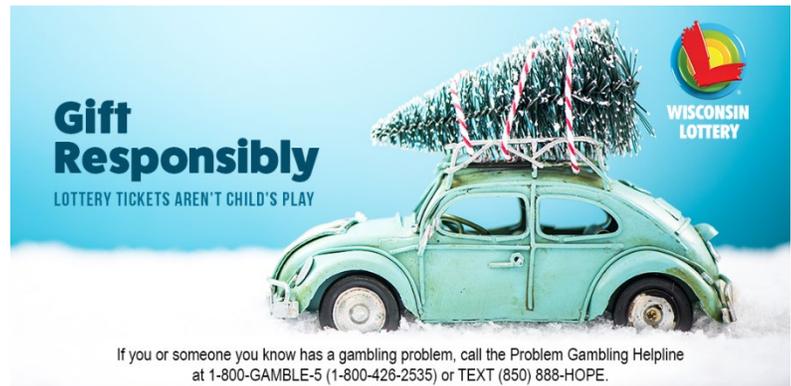
Wisconsin Lottery Asks Players to Gift Responsibly This Holiday Season

Lottery partners with international responsible gambling holiday campaign

MADISON, Wis. – The Wisconsin Lottery is encouraging responsible gifting this holiday season and reminding players that lottery tickets should not be purchased 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.

"It is important always, but especially around the holidays, to recognize early gambling experiences, including Lottery products, are a risk factor for later problem gambling," said Cindy Polzin, Wisconsin Lottery Director. "We ask our players to please enjoy our games responsibly and remember that lottery games are not for anyone under age 18."

The Responsible Gambling Holiday Lottery campaign began in 2007 and raises awareness about the risks and dangers of buying lottery tickets for those under the legal age. Two to four percent of adolescents presently have a problem with gambling and ten to 14 percent of adolescents are at-risk for developing a problem with gambling.



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.

For the last two years, 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 has generated:

- More than \$15.3 Billion in total revenue
- Over \$8.7 Billion in prizes paid
- More than \$4.6 Billion in funding for property tax credits to eligible Wisconsin homeowners

For more information on the Wisconsin Lottery, visit wilottery.com. Follow the Wisconsin Lottery on Facebook ([/wilottery](https://www.facebook.com/wilottery)), Instagram ([@wilottery](https://www.instagram.com/wilottery)), Twitter ([@wilottery](https://twitter.com/wilottery)), and YouTube ([/wilottery](https://www.youtube.com/wilottery)).

#WINsconsin