



WISCONSIN LOTTERY

WILotteryCommunications@Wisconsin.gov

P (608) 261-8412 • F (608) 267-4565
2135 Rimrock Rd • Madison, WI • 53713

    @WILottery • WILottery.com

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FOR IMMEDIATE RELEASE

Wisconsin Lottery Presented Prestigious National Award *Lottery recognized for responsible gambling campaign*

MADISON, Wis. – The Wisconsin Lottery is pleased to announce it is the proud recipient of a 2021 Batchy Award in the Print category. Presented recently by the North American Association of State and Provincial Lotteries (NASPL) during its annual conference, the Batchy Awards are considered among the highest honors a North American lottery can receive in print, video, radio, and electronic media.

The Wisconsin Lottery was recognized specifically for the "It's Not So Easy to Hide" campaign, focused on responsible gambling. Produced in collaboration with the Wisconsin Council on Problem Gambling, the public service announcement was designed to raise awareness about problem gambling and the resources available for obtaining help.

"This award is a great honor," said Wisconsin Lottery Director Cindy Polzin. "It's a reflection of the creativity and integrity of our staff and a wonderful example of the long-standing partnership we have with the Wisconsin Council on Problem Gambling."

Spanning more than a decade, the relationship between the Wisconsin Lottery and the Wisconsin Council on Problem Gambling is year-round and reaches beyond annual campaigns. In fact, throughout its association with the Council, the Lottery has committed more than \$4.2 million to responsible gambling education.

Created by the Milwaukee agency, Creative Marketing Resources (CMR), the 12-month "It's Not So Easy to Hide" campaign began in March of 2021 during Problem Gambling Awareness Month. It included a multi-media strategy with help from more than 3,600 Lottery retailers across the state.

The Batchy Awards honor the memory and distinguished career of Ralph Batch, a champion of quality lottery advertising. The awards are selected, judged upon, and presented by peers across state lotteries.

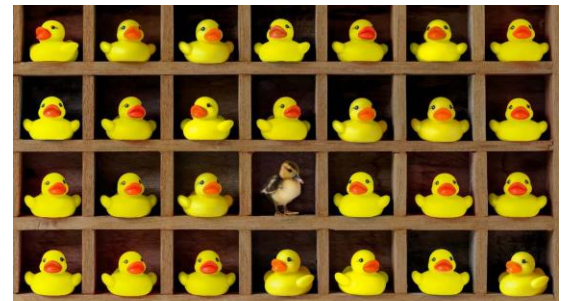
In addition to its Print category award, the Wisconsin Lottery was a finalist in the Radio category for its "Holiday Gifting Polka" spot, created by Hoffman York, a full-service ad agency based in Milwaukee.

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 has generated:

- More than \$16.1 billion in total revenue
- Over \$9.1 billion in prizes paid
- More than \$4.8 billion in funding for property tax credits to eligible Wisconsin homeowners

For more about 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)).



IT'S NOT SO EASY TO HIDE.

You think no one can see it. But if you have a gambling problem, you can bet it's more obvious than you think. It's affecting your relationships, your finances, your work – the only one you're fooling is yourself. But there is a way out. And you don't have to go it alone.

If you or someone you know has a gambling problem, we can help. Call **800-GAMBLE-5 (800-426-2535)**, text **850-888-HOPE**, or visit wi-problemgamblers.org.

A message brought to you by the Wisconsin Lottery.



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