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FOR IMMEDIATE RELEASE

## Wisconsin Lottery Observes Problem Gambling Awareness Month in March

*Multi-media campaign planned to raise awareness about prevention, treatment and recovery*

**MADISON, Wis.** – For the Wisconsin Lottery, responsible gaming is at the heart of every part of the organization. During March, the Lottery will team up with the [National Council on Problem Gambling](#) and the [Wisconsin Council on Problem Gambling](#) (WCPG) to participate in the 20<sup>th</sup> annual Problem Gambling Awareness Month.

Problem Gambling Awareness Month is a grassroots effort that brings together a wide range of stakeholders – public health organizations, advocacy groups, and gambling operators – who work collaboratively to inform people that prevention, treatment, and recovery services are available.

“Across Wisconsin during Problem Gambling Awareness Month, the WCPG is committing to making sure the public understands what the signs of problem gambling are and most importantly, the resources that are available to get help,” said Wisconsin Council on Problem Gambling Executive Director Rose Blozinski. “We appreciate the partnership we have with the WI Lottery in providing assistance to people who are affected by gambling disorders. ”

"A national effort is incredibly important for stakeholders across the gaming industry to come together and echo the message that help is available," said Wisconsin Director Cindy Polzin

The Lottery multi-media problem gambling campaign will include Lottoview video messaging and poster placement at more than 3,600 Wisconsin retailers. In addition, coverage involves:

- Powerful radio spots throughout the state and on the Lottery YouTube channel.
- Print ads in community publications.
- Social media posts reaching more than a combined 65,000 followers.
- *Players Club* newsletter stories distributed to more than 57,000 members.
- A digital banner on WILottery.com.

Each layer of Wisconsin strategy observes National Problem Gambling Awareness Month as well as promotes the problem gambling helplines, text numbers, and the WCPG website. Help is available at 1-800-GAMBLE-5 or 1-800-426-2535. Online chatting and texting (850-888-4673) are also available. Calling, online chatting, and texting is available 24 hours a day, seven days a week.

The Lottery is proud of its long-standing relationship with the WCPG. In fact, the Lottery and the WCPG have worked together for more than a decade with the Lottery committing over \$4.2 million toward responsible



gambling education. In 2021, the Lottery and WCPG's problem gambling campaign – "It's Not So Easy To Hide" was honored by the National American Association of State and Provincial Lotteries with a Batchy Award. The Batchy Award is considered among the highest honors a North American Lottery can receive in print, video, radio, and electronic media.

The Lottery also funds four yearly \$150 scholarships for the Wisconsin Council on Problem Gambling's Annual Statewide Conference. These scholarships provide conference registrations for people who might otherwise not be able to attend. This year's conference is being held March 17-18, 2022, at the Milwaukee Marriott West.

Routinely, the Lottery posts or prints WCPG hotline and text messages on Lottoview displays, game brochures, point of sales pieces, and on Lottery tickets.

## **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 \$17 billion in total revenue
- Over \$9.7 billion in prizes paid
- More than \$5.1 billion in funding for property tax credits to eligible Wisconsin homeowners

For more about the Wisconsin Lottery, visit [wilottery.com](http://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**