



# WISCONSIN LOTTERY

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FOR IMMEDIATE RELEASE

## Wisconsin Lottery Celebrates Lottery Week

*Community contributions and retailer commissions generate positive, annual impact*

**MADISON, Wis.** – Wisconsin Lottery, in collaboration with lotteries across North America, is co-hosting a week-long celebration - Lottery Week (July 17-22). The annual observance is in its fourth year of existence, recognizing the collective contributions to communities in the United States and Canada.

Supporting community programs in 45 states plus the District of Columbia, Puerto Rico and the U.S. Virgin Islands, according to the Multi State Lottery Association, U.S. lotteries generated sales of more than \$105 billion in 2021, resulting in more than \$28 billion for their beneficiaries. An average 95% of funds from traditional U.S. lottery games goes directly back into the economy through prizes, retailer commissions and public programs such as education, the environment, health care, capital construction projects, property tax relief, and cultural activities.

For Wisconsin, the Badger State has plenty of reasons to celebrate. Thanks to the hard work of retailers and Lottery staff across the state, the 2021 Lottery and Gaming Credit toward Wisconsin property tax relief was more than \$343.6 million. In fact, since 1988, the Lottery has helped generate over \$5.1 billion in Wisconsin property tax credits, \$9.7 billion in prizes and more than \$1 billion in retailer compensation.

"We are pleased to be joined by lotteries throughout the country in celebrating the positive impacts that lotteries have on their communities, from generating significant funding for local and state initiatives to providing additional revenue streams for business owners to awarding billions of dollars in prizes to players who choose to play lottery games as a form of entertainment," said Wisconsin Lottery Director Cindy Polzin.

2021 property tax relief and the historical property tax credits are great reasons for the Wisconsin Lottery to celebrate, but Lottery Week is also a time to remind people that the Wisconsin Lottery is more than just numbers. In the past year, the Lottery staff contributed to Partners in Giving, a nationally recognized state employee workplace fundraising campaign in Dane County, to raise funds for over 500 charities. In addition, Wisconsin Lottery personnel and several retail locations participated in important philanthropic initiatives such as American Red Cross blood drives, Adopt-a-School, Meals on Wheels, Second Harvest food drives, and Toys for Tots to name a few.

Positively impacting communities across Wisconsin is just part of the Lottery's commitment to corporate social responsibility. The Lottery is also proud to team up with responsible gambling groups to educate retailers and consumers to help encourage safe, responsible play. The Wisconsin Lottery is a proud partner of the Wisconsin Council on Problem Gambling and participates in annual responsible gaming advertising campaigns.

Lottery Week evolved from an idea implemented by the Massachusetts Lottery in 2018. Declaring July 17, 2018, as the official National Lottery Day, Mass Lottery offered players and retailers a special day of exciting lottery promotions, celebrating the provision of billions of dollars in local aid provided since the state's Lottery was created in 1972.

In honor of Lottery Week, the Wisconsin Lottery social media sites will use the hashtag #LotteryWeek on all retailer and player content each day. In addition, a social media and players club giveaway is planned for July 19. AND, for retailers, a short-term opportunity will be implemented to earn the equivalent of **TRIPLE COMMISSIONS** on certain Megabucks, Powerball, and Mega Millions sales.

### 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)).

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