



# NEWS RELEASE

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## **Lottery recognized for work on problem gambling**

*Receives Leadership Award from Wisconsin Council on Problem Gambling*

(Madison) —The Wisconsin Lottery is being recognized for its efforts to address problem gambling in Wisconsin by the state's primary compulsive gambling organization.

The Wisconsin Council on Problem Gambling (WCPG) presented the Lottery with its 2009 "Leadership Award" during its annual statewide conference held in the Wisconsin Dells. The prestigious award is given to a person or organization "that has shown outstanding leadership in the compulsive gambling field."

Lottery director Mike Edmonds told the conference that lottery games are fun and harmless for the vast majority of players, but not for everyone. He said it is a reality that cannot and should not be ignored.

"We recognize that our games can be a source of real trouble for some people and their families, and we take seriously our obligation to confront that," Edmonds said. "We are very proud to be recognized, but we do what we do because it's right."

The Lottery received the Leadership Award for developing a first-of-its-kind, problem gambling public awareness campaign that has increased calls to the council's helpline, and for its long-term partnership and financial support. The statewide awareness campaign features radio and print advertisements that highlight problem gambling behaviors and provide the WCPG's 1-800-GAMBLE-5 Helpline number. It was developed in concert with the WCPG.

The Lottery and the WCPG first formed a working partnership in 2001. Since then, the Lottery has:

- provided more than \$2 million in operational funding to the WCPG;
- printed the WCPG hotline number on more than 400 million scratch tickets;
- included the hotline on more than 10 million retail point of sale pieces;
- promoted the hotline number at more than 75 lottery events;
- linked the council's web site to its own site, [www.wilottery.com](http://www.wilottery.com);
- funded helpline operator training scholarships.