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FOR IMMEDIATE RELEASE

## Wisconsin Lottery Urges Responsible Gifting this Holiday Season *Gift Responsibly Campaign to run December 1-31, 2021*

**MADISON, Wis.** – Responsible gaming is an integral part of the Wisconsin Lottery and as the holiday season approaches, the organization wants to help raise awareness that lottery tickets are not suitable gifts for those under age 18. Throughout December, Wisconsin will join more than 80 lotteries from across the United States, Canada, and around the world to support the 2021 Gift Responsibly Campaign. The campaign is organized by the National Council on Problem Gambling (NCPG), the International Centre for Youth Gambling Problems, and High-Risk Behaviors at McGill University. It is endorsed by the World Lottery Association (WLA) and the North American Association of State and Provincial Lotteries (NASPL).

"The Wisconsin Lottery takes responsible gaming seriously. We are proud to participate in the Gift Responsibly Campaign," said Wisconsin Lottery Director Cindy Polzin. "Our message is a simple one: Lottery tickets are appropriate gifts only for adults. We are committed to raising awareness of the risks associated with giving lottery products as gifts to minors during the holiday season—or any time of the year."

The Wisconsin Lottery's participation in the Gift Responsibly Campaign involves encouraging age-appropriate play through media relations, social media, digital in-store messaging, print advertising, and retailer communications December 1-31, 2021.

"We are very appreciative of Wisconsin Lottery's efforts to educate adults and retailers about the potential consequences associated with underage lottery play," said NCPG Executive Director Keith Whyte. "Regardless of what time of year it is, adults should find gift options for children other than lottery tickets."

The Wisconsin Lottery has a long-standing commitment to responsible gaming. The Lottery partners with the Wisconsin Council on Problem Gambling (WCPG) year-round and has invested more than \$4.2 million toward problem gambling education in the past 13 years. Recently the Lottery was recognized with a 2021 NASPL Batchy Award for the "It's Not So Easy to Hide" print advertising campaign, focused on problem gambling awareness.

"The WCPG appreciates the Wisconsin Lottery for their outstanding efforts in promoting responsible gambling," said WCPG Executive Director Rose Blozinski. "Adolescents are at a high risk to develop gambling disorders and the Gift Responsibly Campaign brings awareness to these issues."

### 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](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)).

