



# WISCONSIN LOTTERY

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## News Release

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**WILottery.com**



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FOR IMMEDIATE RELEASE

## Wisconsin Lottery Celebrates Annual Lottery Week *Celebrating lotteries' contributions to communities*

**MADISON, Wis.** – Wisconsin Lottery, in collaboration with lotteries across North America, has declared the week of July 13<sup>th</sup> as the second annual observance of Lottery Week.

Lottery Week is a celebration of lotteries across the United States and Canada, in acknowledgement of their collective contributions to the communities they serve. The goal of Lottery Week is to highlight these positive impacts that lotteries make and recognize the important role lotteries play in their jurisdictions.

On average, about 95% of funds generated from traditional U.S. lottery games goes directly back into the economy through prizes, public beneficiaries and retailer commissions. While individual jurisdictions vary, across the industry lotteries return an average of 64.3% in prizes to players, 25.1% to public beneficiaries and 6.1% to retailer commissions. The remainder supports lottery operations, providing direct and indirect employment and other benefits.

Lottery proceeds fund different programs according to each jurisdiction's guidelines and are dedicated to a variety of causes, including education, the environment, health care, capital construction projects, programs for seniors, cultural activities and more. In fiscal year 2019, U.S. lotteries generated \$25.1 billion for those good causes and transferred about \$5 billion to their approximately 216,000 retailer partners.

The Wisconsin Lottery has generated more than \$15.3 Billion in total revenue since it began in 1988. More than \$4.6 Billion has been distributed to Wisconsin homeowners as property tax credits. In 2019, more than \$271 Million was distributed to Wisconsin homeowners as property tax credits. This was 15 percent higher than the previous year.

But there's more beyond the numbers. Lottery organizations and their partners team up with responsible gambling groups to educate their retailers and consumers, to help encourage safe, responsible play. And, of course, they provide a fun, exciting source of entertainment for all their players – not to mention a big payout for the lucky winners.

"To our retailers, players, and staff, I can't say a big enough thank you for all that you do," said Wisconsin Lottery Director Cindy Polzin. "Working together, we are fulfilling our mission of achieving the greatest possible property tax relief for Wisconsin taxpayers."

*Lottery Week evolved from an idea implemented with great success by the Massachusetts Lottery in 2018. Declaring July 17, 2018 as the official National Lottery Day, Massachusetts offered consumers and retailers a special day of lottery offers and celebrated the provision of billions of dollars in local aid provided since the state's Lottery was created in 1972.*

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### ABOUT THE WISCONSIN LOTTERY

The Wisconsin Lottery enriches communities statewide by giving back 93 percent of its revenue to winners, retailers, and Wisconsin homeowners. Of each dollar spent on the Wisconsin Lottery, 57 cents goes back to prizes, 30 cents to property tax credits, seven cents to operations, and six cents to retailers.

Since 1988, the Wisconsin Lottery has generated:

- More than \$15.3 Billion in total revenue
- Over \$8.7 Billion in prizes paid
- More than \$4.6 Billion in funding for property tax credits to eligible Wisconsin homeowners

For more information on 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**