



# WISCONSIN LOTTERY

2135 Rimrock Road - MS 231  
P.O. Box 8941  
Madison, WI 53708-8941

## News Release

Contact: Wisconsin Lottery Communications | ☎ 608-261-8412 ✉ [WILotteryCommunications@wisconsin.gov](mailto:WILotteryCommunications@wisconsin.gov)

**WILottery.com**



March 1, 2021  
FOR IMMEDIATE RELEASE

## Wisconsin Lottery and Wisconsin Council on Problem Gambling Raise Awareness with Annual Campaign *March is Problem Gambling Awareness month*

**MADISON, Wis.** – The Wisconsin Lottery continues problem gambling awareness support for [Wisconsin Council on Problem Gambling](#) (WCPG) during March's Problem Gambling Awareness Month.

Wisconsin Lottery radio and print advertisements released during March raise awareness about problem gambling and the methods available for obtaining help. Wisconsin has a toll-free helpline open to anyone who may have a gambling problem: 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.

"Every March, communities across the nation work to raise awareness around problem gambling," said Wisconsin Council on Problem Gambling Executive Director Rose Blozinski. "The Wisconsin Council on Problem Gambling received 16,779 calls to its 24-hour helpline in 2020 – up 36% compared to 2019. Through our continued partnership with the Wisconsin Lottery, we can reach people statewide to let them know that help is available via phone, online chat, or text messaging."

"Problem gambling deserves to be taken seriously," said Wisconsin Lottery Director Cindy Polzin. "All Wisconsin residents can be impacted by the effects of problem gambling. We're proud to support Rose and the entire Wisconsin Council on Problem Gambling as they provide resources, public awareness, and education on gambling disorders for those in need."

Spanning more than a decade, the partnership between the Wisconsin Lottery and WCPG extends year-round—going beyond the annual campaign each March. Throughout its association with the Council, the Lottery has committed more than \$3.4 million to responsible gaming education. The Lottery also funds four annual \$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 September 16-17, 2021, at the Milwaukee Marriott West.

In 2018, the WCPG presented the Lottery with its "Outstanding Achievement Award" for providing excellence in services, resources, and long-term devotion to problem gamblers and the growth of the Council. Beyond its financial contributions, the Lottery posts the WCPG hotline and text message number on Lottoview displays, game brochures, and point of sale pieces at over 3,500 retail locations. Additionally, the Lottery prints the hotline number 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 \$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](#)), Instagram ([@wilottery](#)), Twitter ([@wilottery](#)), and YouTube ([/wilottery](#)).