



May 25, 2023

FOR IMMEDIATE RELEASE

## Wisconsin Lottery Joins DOJ in Recognizing 20 Year Anniversary of AMBER Alert Program

**MADISON, Wis.** – This week, the Wisconsin Department of Justice (DOJ), in advance of National Missing Children's Day, recognized the 20-year anniversary of the implementation of the AMBER Alert program. The Wisconsin Lottery, a participant of the Wisconsin Department of Justice (DOJ) AMBER Alert program since 2004, is proud to be a part of the DOJ initiative.

"The Department of Justice has done a tremendous job implementing both the AMBER Alert and Silver Alert programs," said Wisconsin Lottery Director Cindy Polzin. "Our law enforcement agencies do incredible work for our communities. We take great pride in knowing when our retailers get an AMBER Alert or a Silver Alert, they can be another set of eyes to help."

Since Wisconsin implemented its AMBER Alert program in 2003, there have been 57 AMBER Alert activations. In over 50% of the cases, the AMBER Alert broadcast itself played a role in the recovery of the child(ren).

In 2014, the Wisconsin Lottery joined the Silver Alert network to help find missing seniors with Alzheimer's, dementia, or other cognitive impairments. Similar to AMBER Alerts, the DOJ can send Silver Alerts to more than 3,700 Wisconsin Lottery retailer terminals to help notify the public. Silver Alerts include a picture of the missing person and a short description.

Silver Alerts posted to Wisconsin Lottery terminals have led to missing at-risk adults being found safe. An example took place in 2016 when a gas station clerk from the Jackson Point Citgo in Green Bay helped an at-risk senior return home safely just over an hour after seeing a Silver Alert notice on the Lottery terminal. The incident was one of five cases in 2016 where a Wisconsin Lottery retailer helped locate an individual that was missing.

### 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 \$18 billion in total revenue
- More than \$10.2 billion in prizes paid
- More than \$5.4 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)).

**#WINsconsin**