



**For Immediate Release**

Feb. 24, 2020

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## **Colorado Lottery Boosts “Play Smart” Initiatives for March Problem Gambling Month**

Pueblo, Colo. – As part of its ongoing commitment responsible gambling and to promote national Problem Gambling Awareness Month, The Colorado Lottery is stepping up its efforts to educate players, staff and partners, while also offering entertaining games that result in proceeds revenue to help enhance and conserve Colorado parks and open space.

As part of its effort to earn the next Level 3 Responsible Gaming Certification by the World Lottery Association (WLA), the Lottery is doubling down on its player responsibilities. In addition to increasing “Play Smart, Play Responsibly” messaging on its website, social sites, and at retail locations, the organization is increasing its advertising commitment to help players understand what it means to play responsibly and to know the signs of gambling addiction. The Lottery has also developed new employee and retailer training videos to help educate employees and Lottery partners about talking to players about problem gambling.

Since 2004, the Colorado Lottery, in collaboration with the National Council on Problem Gambling (NCPG) and the Problem Gambling Coalition of Colorado (PGCC), dedicates March to helping people have the conversation about problem gambling. Approximately 2 million (1%) of U.S. adults are estimated to meet criteria for pathological gambling, another 4-6 million (2-3%) would be considered problem gamblers; yet for many, gambling remains a hidden addiction.

“By training our staff and partners about responsible gambling and the signs of addiction, we are able to better educate players about our games and the odds because informed players tend to make more responsible choices when purchasing our products,” said Tom Seaver, director of the Colorado Lottery. “Our commitment to the PGCC helps us fulfill that commitment, and we are honored to support all of their important work.”

Problem Gambling Awareness Month is designed to help raise awareness of the prevention, treatment and recovery services available for those adversely affected by gambling. Problem gambling is gambling behavior which causes disruptions in any major area of life: psychological, physical, social or vocational. The term includes pathological or compulsive gambling behavior, a progressive addiction characterized by an increasing preoccupation with gambling, a need to bet more money more frequently, restlessness or irritability when attempting to stop, “chasing” losses, and loss of control



manifested by continuation of the serious, negative consequences.



gambling behavior in spite of mounting,

A few of the signs of problem gambling include:

- Preoccupation: When a person has consistent or frequent thoughts about the act of gambling.
- Tolerance: Similar to drug tolerance, the person requires larger or more frequent wagers to experience a “rush.”
- Withdrawal: When a person makes attempts to cease or reduce gambling that typically results in restlessness or irritability.
- Escape: When only gambling improves a person’s mood, and helps him/her escape from their problems.
- Chasing: When a person tries to “chase” winnings in order to pay off gambling losses.
- Lying: When a person hides the extent of his or her gambling by lying to family, friends and therapists.
- Stealing: When a person steals in order to feed the gambling addiction.
- Loss of Control: When a person is unable to control, reduce or stop gambling.
- Illegal Acts: When a person engages in activities such as theft, embezzlement, fraud, forgery or writing bad checks in order to get gambling money or to recover from gaming losses.
- Risking Relationships: When a person disregards relationships with significant others, employment, and other associations in favor of gambling.
- Bailout: When a person looks to others for financial assistance to bail them out of their gaming losses.

#### **About Colorado Lottery:**

Since 1983, the Colorado Lottery has returned more than \$3.4 billion to outdoor projects through Great Outdoors Colorado, the Conservation Trust Fund, and Colorado Parks & Wildlife. Proceeds from sales of Colorado Lottery games – Scratch, Powerball, Mega Millions, Colorado Lotto+, Lucky for Life, Cash 5, and Pick 3 – enhance, protect, improve parks, trails, and open space in Colorado. For more information, visit [coloradolottery.com](http://coloradolottery.com).

#### **About Problem Gambling Coalition of Colorado:**

PGCC started in Colorado 25 years ago. The Problem Gambling Coalition of Colorado's mission is to increase awareness, advocate treatment and promote research and education on problem gambling. Its goal is to provide up-to-date Colorado-specific information resources.

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