



IMMEDIATE RELEASE

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March is Problem Gambling Awareness Month

Pueblo, Colo. (March 2, 2022) - Colorado Lottery, in collaboration with the National Council on Problem Gambling (NCPG) and the Problem Gambling Coalition of Colorado (PGCC), dedicates March as Problem Gambling Awareness Month (PGAM).

The 2022 campaign theme for PGAM is “Awareness + Action.” All month, groups across America hold conferences, air Public Service Announcements, provide counselor training, host health screening days, run social media campaigns and engage in other activities to increase public awareness of problem gambling and the availability of prevention, treatment and recovery services.

“Across Colorado this March during Problem Gambling Awareness Month, the Problem Gambling Coalition of Colorado (PGCC) is committed to making sure the public understands what the signs of problem gambling are, and most importantly, the resources that are available to get help,” said Larry Wall, PGCC’s Executive Director.

In March, Coloradans will enjoy entertaining animated short videos online and on social media that will help raise awareness about problem gambling. Using the tagline #AwarenessPlusAction, Problem Gambling Awareness Month (#PGAM2022) is designed to help raise awareness of the prevention, treatment and recovery services available for those adversely affected by gambling. This grassroots campaign brings together a wide range of stakeholders, including public health organizations, treatment providers, advocacy groups and gambling operators. They work collaboratively to let people know that hope and help exist.

“The Colorado Lottery has more than doubled its monetary commitment to problem gambling awareness month in recent years, increasing support all year to \$160,000,” said Tom Seaver, director of the Colorado Lottery. “As a gaming organization, we want to do more, working with experts to understand the issues around problem gambling in Colorado and help find real solutions that help solve the problem.”

To operate responsibly is a critical goal for the Lottery. Having reached Level 3 certification for Responsible Gaming from the World Lottery Association (WLA) last fiscal year, the Lottery will submit an application for Level 4 this year, the highest level, attained by only eight other lotteries. The WLA and its certified lotteries are committed to the highest standards of corporate responsibility and the WLA Responsible Gaming Principles and Framework. The Lottery’s dedication to responsible gaming goes beyond those requirements.



The Problem Gambling Coalition of Colorado (PGCC) brings together a diverse group of stakeholders with the common mission to increase awareness, advocate treatment, and promote research and education on problem gambling in Colorado. The Lottery played an instrumental role in forming this coalition in 2002, and has remained a key partner ever since. Not only is the Lottery one of the group's largest financial supporters, but the Lottery also maintains a seat on the PGCC Board.

Problem gambling is defined as all gambling behavior patterns that compromise, disrupt or damage personal, family or vocational pursuits. Approximately 2 million U.S. adults (1% of the population) are estimated to meet the criteria for severe problem gambling. Another 4-6 million (2-3%) meet the criteria for mild or moderate problem gambling.

The hashtag for the campaign this year is #PGAM2022, which participants are encouraged to use on various social media platforms. PGAM brings together a wide range of stakeholders, including public health organizations, treatment providers, advocacy groups and gambling operators - [Colorado Gaming Association](#) (CGA), [The Isle & Lady Luck Casinos](#), [Arrowhead Golf Club](#), [Colorado Division of Gaming](#), [Office of Behavioral Health](#) (OBH). They work collaboratively to let people know that hope and help exist.

If you or someone you know has a gambling problem, call or text the National Problem Gambling Helpline Network at 1-800-522-4700 or visit www.ncpg.org/chat for confidential help. For more information about problem gambling and how to increase awareness and action on problem gambling, go to www.ncpgambling.org/pgam and [Problem Gambling Coalition of Colorado](#) (PGCC).

About Colorado Lottery

Since 1983, the Colorado Lottery has returned more than \$3.7 billion to outdoor projects through Great Outdoors Colorado, the Conservation Trust Fund, and Colorado Parks and Wildlife; and to schools through Building Excellent Schools Today. 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.

About the National Council on Problem Gambling

NCPG is the national advocate for people and families affected by problem gambling. NCPG is neutral on legalized gambling and works with all stakeholders to promote responsible gambling. For information on NCPG's 35th National Conference on Gambling Addiction & Responsible Gambling, visit www.ncpgambling.org/conference.

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