

The Lottery's Three Pillars

REVENUE

Our charter is to create games people love, and revenue for our beneficiaries to use to keep Colorado amazing. This means we need to constantly improve and refine our strategy, games, access and marketing to create the best possible experience for our players.

RESPONSIBILITY

Our players and retailers expect us to operate with the highest level of integrity and responsibility. That means in every aspect of our operation, we keep the safety of our players in the forefront of our decision-making. To make sure we follow global standards, we are engaged in the World Lottery Association Responsible Gaming certification program. This is a rigorous four-level program that requires a documented and progressive commitment to responsible gaming.

CONSERVATION

Helping more people understand where our proceeds go will create better understanding, and support for the Lottery. But more than providing information, we are hands-on in supporting our partners like Colorado Parks and Wildlife, Great Outdoors Colorado, and numerous local parks, recreation and conservation organizations. Our “Runyon to the Res” clean-up project in Pueblo was the first of many activities that will allow us to walk the walk of conservation.

By focusing on these three pillars, we will continue to make the Colorado Lottery fun and entertaining for our players, and a vital partner in conservation for our beneficiaries.

