

Colorado Lottery

# Press Kit



**PLAY ON<sup>®</sup>**

Updated Aug. 2022

Note: This document will be a multi-page press kit that will be updated quarterly and will exist on the homepage of the Media Center as a downloadable link. The individual pages will also be separate documents linkable on the Media Center.

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## INTRODUCTION

The [Colorado Lottery](#) was created in 1983 to create new revenue through the responsible sale of Lottery games to support some of Colorado's greatest assets -- the outdoors and schools.

## LOTTERY PILLARS

The Colorado Lottery's performance is guided by three principal areas of focus, or Pillars.

### Revenue

Revenue drives conservation -- and funding to beneficiaries. The Lottery's core purpose is to create entertaining games for adults to grow revenue for the organization's proceeds partners that support a variety of outdoor, conservation, and recreation projects and schools. As Colorado grows, the Lottery must constantly improve and refine its strategies, games, access, and marketing to create the best possible experience for its diverse player base. To support its goal of growing Lottery sales revenue to \$1 billion, the organization is reimagining its future to better support its beneficiaries. A renewed focus on industry best practices has brought strategic changes to Scratch game design, production and inventory management, which has had a direct impact on sales. Colorado's Jackpot game received a much needed makeover. Relunched in September 2019 as Colorado Lotto+, the new game offers better odds and more chances to win, resulting in 26% growth compared to the previous year's sales. Here is a [link](#) to the Lottery's most recent annual report that breaks down the numbers.

### Responsibility

The mission of the Colorado Lottery is to maximize revenues for its proceeds recipients while demonstrating the highest level of integrity expected of a state agency. The two sides of that mission are linked forever, because increased revenue goals cannot be achieved without responsibility, integrity, and security. Lottery players and retailers expect the organization to operate with the highest level of responsibility in every aspect of operation. The safety of players is at the forefront of everyday decision-making. To make sure the Lottery follows global standards, it is 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. By fiscal year 2022, the Lottery achieved Level 4, a level only seven other U.S. lotteries have reached. Enhanced training for staff and retailers, more research and stricter marketing guidelines are just a few of the program elements the Lottery is implementing.



### Conservation

Helping more people understand where Lottery proceeds go helps create an appreciation for why the Lottery exists and helps build support for the organization among all Coloradans. But more than proceeds impacts, the Lottery is hands-on in its support of conservation in Colorado. The Lottery's annual "Runyon to the Res" clean-up event in Pueblo is just one of many activities that demonstrates how the organization doesn't just "talk-the-talk" when it comes to conservation, but also "walks-the-walk." The only lottery in the nation whose proceeds support the outdoors, the Lottery's conservation funding recently helped the state realize a brand new state park, Fishers Peak, Colorado's 42nd state park, made possible thanks to millions of dollars in Lottery funding.

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

### SELF-FUNDED REVENUE

An additional revenue source for the state, the Lottery is an enterprise, meaning it is 100% self-funded. While it receives no taxpayer revenue and no money from the State General Fund, it is a division of the [Colorado Department of Revenue](#). The Lottery is subject to Joint Budget Committee oversight with regard to its spending and an annual fiscal audit and results presented to the Legislative Audit Committee each year. The [Lottery Commission](#) provides additional oversight and governance of the Colorado Lottery by approving rules, guidelines and new games. The Senior Director of the Lottery is tasked with the day-to-day management of the Lottery and ensures it operates with integrity.

### WHERE THE MONEY GOES

The sale of Lottery [products](#) funds all Lottery operations. And the Lottery spends every dollar it makes. The majority of Lottery revenue pays winners, with 63 cents of every dollar going back to players in the form of cash prizes. That translates to well over \$400 million going right back into the pockets of Lottery players every year.

There are nearly 3,000 Lottery [retailers](#), such as grocery and convenience stores, that count on Lottery funds. About 7.6 cents of every dollar goes back to those Colorado businesses as retailer commissions, averaging approximately \$50 million per year.



Lottery operations and beneficiaries are paid through the remaining budget, which is just over 30 cents of the remaining dollar of every Lottery sale. Two and a half cents of a dollar pays for developing and producing new Scratch tickets, equipment maintenance and technical support. Marketing accounts for about 2.2 cents per dollar, and overhead (salaries and infrastructure) is 1.9 cents of each dollar. This means that the Lottery's entire operations budget is just over 4% of its total revenue. That leaves approximately 23 - 25 cents of every Lottery dollar for its beneficiaries.

While the numbers vary slightly from year to year, this three-minute [video](#) breaks it down.

### FUNDING THE GREAT OUTDOORS

The Lottery's net revenue is almost entirely dedicated to supporting the state's second-largest economic driver: Colorado's great outdoors. The Colorado Lottery is the only lottery in the world whose proceeds go primarily to benefit the outdoors, and it has generated over \$3.8 billion to help fund outdoor recreation, conservation and schools in Colorado.

[Great Outdoors Colorado](#) (GOCO) is the Lottery's largest beneficiary, which receives 50% of the Lottery's proceeds dollars, approximately 10.1 cents of every Lottery dollar. [The Conservation Trust Fund](#) (CTF) receives the next largest amount of funding, 40% of proceeds dollars or approximately 9.8 cents of every dollar. CTF funds are distributed to local governments across the state on a per capita basis by the Department of Local Affairs (DOLA). [Colorado Parks and Wildlife](#) (CPW) receives the last 10% of proceeds which is approximately 2.4 cents of every dollar.

Distribution of spillover funds after the GOCO cap is met changed in fiscal year 2021 for the first time in decades. Spillover funds are now divided between [Building Excellent Schools Today](#) (BEST), the Outdoor Equity Fund, and two CPW cash funds. The Colorado Legislature voted in 2021 to approve the creation of the Outdoor Equity Fund, which is managed by CPW, to fund projects that expand access to the outdoors to underrepresented communities.

In FY21 the Outdoor Equity Fund received \$750,000, the Parks and Outdoor Recreation Fund and Wildlife Fund both received \$2.3 million, and BEST received \$7.6 million. BEST funds public school capital construction projects.

Here's a [link](#) to proceeds funding to Lottery beneficiaries over the last ten years.



Colorado Lottery players have funded more than \$3.7 billion dollars in conservation, recreation, education, and other projects right here in Colorado. Here's a breakdown of the people who help make that happen by playing the Lottery.

- Lottery players are a lot like everybody in Colorado. About 72% of Lottery players are between the ages of 18 and 54.
- About 85% of Lottery players have completed at least some college, and more than 55% have a college degree.
- Lottery players are as diverse as Colorado. Their ethnicities mirror the state's demographics almost exactly: 68% White, 24% Latino, and 5% Black.
- 42% of Lottery players' household income is more than \$75,000 per year, and 53% making more than \$60,000.

Here is a [link](#) to demographics graphs.



Not only do players and businesses win when people play the Lottery, all of Colorado wins. The Lottery provides funding for parks, trails, recreation, playgrounds, amphitheaters, pavilions, wildlife and conservation projects across the state so more Coloradans can “Play On” in Colorado’s great outdoors. Although not all Coloradans play the Lottery, 92% of Coloradans recreate in the outdoors at least once every few weeks, according to Colorado Parks and Wildlife.

### PLAYER RICH

Every year, an average of \$400 million goes back to players in prizes, ranging from a buck or two to millions of dollars. Here are a few fast facts about Lottery winners in Colorado.

- The Colorado Lottery has created more than 575 millionaires since its inception, and more than 525 of those from the Lottery’s Jackpot draw games.
- Colorado has not had a Mega Millions jackpot winner since its inception, but it’s seen three Powerball jackpot winners. A Clifton player won \$133.2 million in September 2017; \$90 million was won in Rifle in August 2014; and a 2007 winning ticket sold in Westminster for \$20 million.

### BUSINESS RICH

Colorado Lottery’s retailer base is made up of nearly 3,000 grocery, liquor, convenience stores, and others. An important part of their revenue, retailers make a 6% selling commission on tickets that match 5 of 6 numbers and a 7% commission on Scratch tickets, as well as a 1% retailer bonus on winning tickets of \$599 or less that they validate in-store. Retailers earn bonuses of \$200 to \$50,000 for selling Lottery games’ top prizes and can also earn performance bonuses.



Proceeds from Lottery sales are used to create, improve and preserve parks, recreational facilities, open space, trails and wildlife in every community across the state. Lottery proceeds have created or enhanced more than 1,000 community parks, provided wildlife education for more than half a million children, built or maintained more than 700 miles of hiking and biking trails and protected more than 700,000 acres of beautiful Colorado wilderness. Since the Lottery began in 1983, it has returned more than \$3.8 billion to the people of Colorado.

### **Great Outdoors Colorado Trust Fund**

Receiving 50% of Colorado Lottery proceeds revenue, the Lottery is the sole source of funding for [Great Outdoors Colorado](#) (GOCO). GOCO invests a portion of Lottery proceeds to help preserve and enhance the state's parks, playgrounds, trails, wildlife, rivers, fairgrounds facilities, and rodeo pavilions. And helps conserve Colorado's open spaces. Its independent board awards competitive grants to local governments and land trusts and makes investments through Colorado Parks and Wildlife. Created by voters in 1992, GOCO has committed more than \$1.3 billion in Lottery proceeds to more than 5,398 projects in all 64 counties without any tax dollar support.

### **Conservation Trust Fund**

[The Conservation Trust Fund](#) (CTF) is administered by the Colorado Department of Local Affairs (DOLA) and receives 40% of Lottery proceeds dollars. It was established at the Lottery's inception to distribute a portion of the Lottery's net proceeds to local governments on a per capita basis. The Department of Local Affairs distributes CTF dollars quarterly to over 470 eligible local governments -- counties, cities, towns, and Title 32 special districts that provide park and recreation services in their service plans -- across the state. Funding can be used for the acquisition, development, and maintenance of new conservation sites or for capital improvements or maintenance for recreational purposes on any public site.



## Colorado Parks And Wildlife

Receiving funding both through GOCO grants and 10% of Lottery proceeds directly, [Colorado Parks and Wildlife](#) (CPW) is a nationally recognized leader in conservation, outdoor recreation, and wildlife management. A division of the Department of Natural Resources, CPW manages 42 state parks, all of Colorado’s wildlife, about 350 state wildlife areas, and a host of recreational programs. Its mission is to perpetuate the wildlife resources of the state, provide a quality state parks system and enjoyable and sustainable outdoor recreation opportunities that educate and inspire current and future generations to serve as active stewards of Colorado’s natural resources.

## Building Excellent Schools Today

For [Building Excellent Schools Today](#) (BEST), Lottery-funded revenue varies each year depending on Lottery sales. Best funding kicks in once GOCO reaches its proceeds cap. After that, GOCO’s share of the proceeds revenue spills over to BEST. Since its inception in 2008, BEST has generated more than \$2.8 billion in school infrastructure projects, in nearly every Colorado school district, improving learning environments for more than 325,000 students. BEST provides funding to school districts, charter schools, institute charter schools, boards of cooperative educational services, and the Colorado School for the Deaf and the Blind. Funds can be used for the construction of new schools and renovation of existing school facilities. BEST is a competitive grant program housed within the Colorado Department of Education’s Division of Public School Capital Construction.

## Outdoor Equity Fund

The purpose of the Outdoor Equity Grant Program, established in June 2021, is to increase access and opportunity for underserved youth and their families to experience Colorado’s open spaces, state parks, public lands, and other outdoor areas.

## CPW Wildlife Cash Fund

This fund was established for use by CPW to implement its statewide wildlife action plan and the conservation of native species.

## CPW Parks and Outdoor Recreation Fund

This fund was established for use by CPW for staffing and maintenance projects, and infrastructure and state park development projects.



Starburst Awards recognize excellence in the use of Lottery funds for community and conservation projects. Winners are chosen based on the creativity of the project, economic and social impact on the community, and whether the project achieved its goal.

Lottery proceeds are distributed statewide through grants via Great Outdoors Colorado (GOCO), the Conservation Trust Fund (CTF), Colorado Parks and Wildlife (CPW), and Building Excellent Schools Today (BEST).

Submissions include programs and projects such as, but not limited to: parks, playgrounds, outdoor recreation facilities, land conservation, trail enhancement, open space acquisition, wildlife natural resource preservation, and public school improvements. The 2021 Starburst Award winners include:

1. **City of Thornton - Big Dry Creek Project: GOCO \$175,000** - The master plan created for this project helps balance the floodplain function and habitat restoration of the area, along with recreation opportunities for Big Dry Creek. Lottery funds helped restore approximately 25 acres of this important natural resource and ecosystem, continuing Thornton's mission to create "pearls of open spaces" along the South Platte River and Niver Creek. The project began in 2016 and was completed in 2020, positively impacting a total 300 acres of open space. [Photo](#)
2. **City of Craig - Breeze Park: GOCO \$150,000** - Significant improvements to Breeze Park include upgrades to a 35-year-old irrigation system, construction of an 820-square-foot ADA concrete trail, addition of a large, covered pavilion and two smaller, sheltered picnic areas and several other outdoor amenities like corn hole game boards and an outdoor workout station. Situated near downtown Craig, this park is highly utilized by the surrounding neighborhood and community as a whole. [Photo](#)
3. **North Fork Recreation District - Crossroads Ball Fields: GOCO \$350,000 CTF \$22,500** - Thanks to Lottery funds, four new multi-use fields were constructed at Crossroads Park. These new fields will serve the recreational needs of the greater North Fork Valley, including the towns of Paonia, Hotchkiss, and Crawford. This project replaced multiple outdated facilities with one modern, centralized location and made the recreation area safer with fields now all located on one side of a busy highway. [Photo](#)
4. **Barr Lake State Park - ADA Fishing Pier: GOCO \$250,000 CPW \$90,736** - Barr Lake is the only state park in Adams County, and this new 90-foot-long pier was constructed to accommodate all park visitors, including those with mobility challenges. Previously, wheelchair inaccessibility for fishing was a frequent complaint at the park, and often required them having to turn people away. When not used for fishing, park visitors can enjoy rich wildlife viewing in off months, including an established eagle nest within view of the pier. [Photo](#)



5. **City of Montrose / Montrose Recreation District - 'Connect Trail': GOCO \$2,000,000 CTF \$150,000** - The Connecting the People to Their Parks and Recreation project helped extend the existing Uncompahgre River Trail by 2.25 miles, connecting residents to parks and recreation facilities previously only accessible by vehicle. The trail also opened up new stretches of the river that the public could not reach by land until now. This project ties into Montrose's larger river restoration plans, which include habitat restoration, stream channelization, and bank stabilization improvements. [Photo](#)
6. **Cañon City Area Recreation and Park District - Rouse Park: GOCO \$157,895 CTF \$25,605** - Rouse Park is the District's most heavily used facility, and the recent renovation helped replace a nearly 30-year-old playground with new equipment designed for children of all ages. This project was majority funded with Lottery dollars, which allowed this small community to dream bigger when reimagining their most popular, but outdated, park. [Photo](#)
7. **Larimer County Department of Natural Resources - Laramie Foothills Expansion: GOCO \$668,000** - The 2020 expansion weaves together nearly 2,000 additional acres that connect to an already vast collection of conserved lands in the Laramie Foothills. An important regional conservation site approximately 25 miles north of Fort Collins, the project helped preserve two adjacent properties, the West Red Mountain Ranch and the Hawk Canyon Ranch, which provides a critical buffer to existing protected and publicly accessible lands. [Photo](#)
8. **City of Longmont - Garden Acres Park: CTF \$1,984,000** - Nearly 40% of this \$5 million park renovation came from Lottery funds. This location draws local, state, and national tournaments nearly every weekend that the weather allows. The goal for this project was to re-establish a safe, usable, accessible and enjoyable experience at Garden Acres, with a complete renewal of the 32-year-old park and all of its facilities. [Photo](#)
9. **Colorado Fourteeners Initiative - Mount Columbia Trail Restoration: GOCO \$330,009 CPW \$119,991** - Between 2016 and 2020, 1.75 miles of new, sustainably located, durable trail was constructed on Mount Columbia, in addition to the .66 miles of existing trail reconstruction for this popular 14,000-foot peak. All work on the new trail was performed by hand with non-motorized equipment, utilizing native rocks and soil found on the mountain. [Photo](#)
10. **Town of Meeker / Eastern Rio Blanco Metro Recreation & Park District: Circle Park Pond: CPW \$100,000 GOCO \$20,000 CTF \$12,000** - This project was first conceived over ten years ago, and was completed in part thanks to grants from three of the Lottery's four beneficiaries. This one-acre fishing pond was constructed as part of a larger community effort to expand outdoor recreation assets. Not only will the pond offer year-round fishing for residents and visitors, but also opportunities for stand-up paddle boarding and kayaking. [Photo](#)
11. **Eagle County Open Space: Brush Creek Valley Ranch: GOCO \$3,833,160 CPW \$10,000** - Lottery proceeds were instrumental in acquiring the Hardscrabble Ranch and transforming it into a 1,671-acre conserved open space. A decades-long community goal, the open space will help preserve significant wildlife habitat and migration routes, and improve recreational opportunities for generations of nature enthusiasts to come. [Photo](#)



- Jan. 24, 1983 - The Colorado Lottery is launched, with offices in Pueblo, Denver, Fort Collins, and Grand Junction.
- June 1983 - Lottery sales exceed anticipated revenue, and a \$60 million sales revenue projection, surpasses \$137 million in revenue within the first six months of operation.
- Sept. 1983 - The Lottery makes its first proceeds distribution, \$41.7 million to three designated recipients: \$20.8 million to Capital Construction; \$16.7 million to the Conservation Trust Fund; and \$4.2 million to the State Division of Parks & Outdoor Recreation.
- 1984 - The Lottery launches its first Super Instant (Scratch) game.
- 1989 - The Lottery launches its first Jackpot game, Lotto, on its 6th anniversary.
- 1992 - The Lottery awards Kim Walker of Boulder \$27 million, the largest Lotto jackpot in Colorado history. She also becomes the 100th Lotto millionaire.
- 1992 - Voters approve a portion of Lottery proceeds to go to the newly created Great Outdoors Colorado Trust Fund (GOCO) per a constitutional amendment. GOCO monies are earmarked for wildlife, open space, parks and recreation, and environmental education programs.
- 1992 - The Lottery launches the Starburst Awards, a yearly award designed to recognize excellence in the use of Lottery funds.
- 1994 - The Lottery launches MONOPOLY, its first-ever Scratch game in cooperation with a major, national corporate partner, MONOPOLY.
- 1994 - GOCO awarded its first grants for trail projects.
- 1996 - Cash 5 is launched.
- 1999 - The Lottery exceeds the \$1 billion mark in proceeds returns.
- 2001 - The Lottery introduces its first multi-state Jackpot game, Powerball, to its players. Building Excellent Schools Today (BEST) receives its first proceeds funding.
- 2005 - The Lottery begins supporting National Problem Gambling Awareness Week, in conjunction with the Problem Gambling Coalition of Colorado.
- 2010 - The Lottery introduces Mega Millions into the market.
- 2013 - Pick 3 is launched.
- 2016 - Lucky for Life comes to Colorado.
- 2017 - Pick 3 begins a midday drawing.
- 2017 - EZ Match is added to Cash 5.
- 2019 - Lotto is enhanced to Colorado Lotto+.
- 2021 - Colorado has its first Lucky for Life top prize winner. Powerball adds a Monday drawing and the DoublePlay feature.



## LOTTERY GAMES

Currently, the Lottery offers three national draw games -- Powerball, Mega Millions, and Lucky for Life -- along with Cash 5 and Pick 3. In fiscal year 2019, the Lottery gave its own Lotto game a makeover. The new Colorado Lotto+ launched with better odds and more chances to win, resulting in 26% growth in its first year compared to the original game. Scratch is the Lottery's big winner these days. Lottery Scratch has grown upwards of 10% to a high of 20% over the last four years. A new focus on industry best practices brought strategic changes to Scratch in the area of game design, production and inventory management.

Lottery games give players the unique opportunity to have fun, from the instant win of Scratch games or the chance to chase the Jackpot and win millions with Powerball and Mega Millions, the Lottery offers a game for every type of player. The Lottery currently offers up to 50 Scratch games annually ranging in price from \$1 up to \$50 and six Jackpot games that draw seven days a week.



### Powerball

Played three nights a week in 45 states, Puerto Rico, Washington D.C. and the U.S. Virgin Islands, Powerball holds the distinction of being Colorado's most popular Jackpot game. Powerball is \$2 per play and players select five out of 69 numbers and one out of 26 for the Power Ball number. For an extra \$1 per play, players can add the PowerPlay, which multiplies lower-tier winnings. In August 2021, Powerball added a Monday night draw and a new DoublePlay feature for \$1 more that gives players with an additional drawing for \$10 million. The jackpot starts at \$20 million and continues to grow until there's a winner. Lottery players like the chance to win big. Colorado has had three Powerball jackpot winners since joining the game in 2001, with the most recent win in September 2017 when a \$133.2 million powerball ticket was sold in Clifton. The largest jackpot ever won in the game's history was \$1.59 billion in January 2016.



### Mega Millions

Mega Millions is played Tuesdays and Fridays in 45 states, Washington D.C. and the U.S. Virgin Islands, but Colorado added the game in 2010. Mega Millions is \$2 per play, and players select five out of 70 numbers and one out of 25 for the Mega Ball number. For an extra \$1 per play, players can add the Megaplier, which multiplies lower-tier winnings. The jackpot starts at \$20 million and continues to grow until there's a winner. The largest jackpot in Mega Millions' history was \$1.6 billion in October 2018. And just like Powerball, proceeds from the sale of Mega Millions tickets stay in Colorado.



### Lucky for Life

Lucky for Life is the Colorado Lottery's newest multi-state Jackpot game. In July 2021, the game moved to daily draws. Twenty-five states participate in the game, in which players pay \$2 per play to choose five numbers from 48 and one Lucky Ball number from 18. The first prize is \$1,000 a day for life, and the second prize is \$25,000 a year for life. Colorado has had one first prize winner and 21 second prize winners since joining the game in July 2016. For the first prize, players may also choose a lump sum payout of \$5.7 million instead of the \$1,000 a day for life.





### Colorado Lotto+

Colorado Lottery's very own in-state Jackpot game, Colorado Lotto+, has created over 445 millionaires and counting. Players choose 6 numbers and prizes are awarded for matching from 3-6 of those numbers. A built-in multiplier of 2, 3, 4, and 5 automatically increases the amount players can win. The "rolling" jackpot keeps growing until someone wins. And, for an extra dollar, players get a second draw with Plus for a chance to win up to \$250,000.



### Cash 5

With drawings seven nights a week, Cash 5 is a lucky game that hits about eight jackpots a month. Cash 5 players select 5 out of 32 numbers or may choose Quick Pick to receive randomly generated numbers. An instant-win add-on game called EZ Match was recently added. A Cash 5 EZ Match ticket will have the five Cash 5 numbers plus five EZ Match numbers. If any EZ Match numbers match any of the Cash 5 numbers, players win the prize that is listed next to the EZ Match number instantly. Players can win multiple times by matching multiple numbers on one ticket.



### Pick 3

The Colorado Lottery added Pick 3 to its lineup of Jackpot games in 2013. The game is drawn seven nights a week and a second midday draw was added in fiscal year 2017. Pick 3 players select three numbers from 0 through 9 or may choose the Quick Pick option. The numbers selected can be three separate numbers or may be duplicated in a single play. Players then pick their play type, Exact, Any, Exact/Any, Front Pair or Back Pair. Players can place bets from 50 cents up to \$5 on various combinations of the order of numbers.



### Scratch

Scratch generates the Lottery's most revenue and is growing fast. As the Lottery's most popular products overall, Scratch accounts for approximately 70% of total sales. Players love the thrill of winning instantly. In 1983, the Lottery started with one \$1 Scratch game offered at a time, today the Lottery offers around 50 games every year that range in price from a dollar to \$50 each. In addition, the Lottery offers a variety of Families of Games, where we offer different price point Scratch tickets all under one theme. Many of the Lottery's Scratch games offer Second-Chance drawing opportunities, increasing winner awareness and the excitement of the games.



## **Retailer and Employee Training:**

All new Lottery employees, regardless of their role, undergo Responsible Gaming (RG) training, with specific departments receiving additional specialized training. The entire staff is also given an annual refresher course during Problem Gambling Awareness Month (PGAM) in March. Colorado Lottery also provides RG training to the Lottery retailer network throughout each year. Lottery retailers are important partners in delivering the RG message to players.

## **Marketing:**

The Lottery developed a [Marketing Code of Conduct](#) that sets best practice standards for both employees and vendors. Each new advertising campaign must uphold the RG principles that promote honesty, responsibility, fairness, respect, and transparency.

## **Awareness:**

The annual media budget dedicated to RG awareness doubled in fiscal year 2021 compared to 2020. This additional money helped update the Lottery's Know Your Limits message to more people than ever.

## **Treatment:**

While the Lottery has been a long-time partner to the Problem Gambling Coalition of Colorado (PGCC), this year it sought to improve the organization's own ability to assist those struggling with gambling addiction. The Lottery worked with treatment providers to help its employees better recognize the signs of problem gaming and how to connect those individuals with treatment resources.

## **Problem Gambling Awareness Month:**

March is [National Problem Gambling Awareness Month](#), which is a month of focus for the Colorado Lottery and national gambling stakeholders to drive messages about playing and gambling responsibly through social and digital media. The National Council on Problem Gambling (NCPG) is the national advocate for people and families affected by problem gambling. It works with a broad range of stakeholders to more effectively promote responsible gaming. The Problem Gambling Coalition of Colorado (PGCC) is the local state affiliate, and a longtime partner of the Lottery. In the month of March, calls to the National Problem Gambling Helpline spiked an average of 30%.



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

The Lottery works closely with the [Problem Gambling Coalition of Colorado](#) (PGCC) to drive people to the referral helpline. The helpline number is included on every Lottery ticket, at every retailer location and the Lottery posts responsible gambling messages on social media every month. In fiscal year 2021, the Lottery is conducting its first gambling prevalence study since 1997, executed by a third party company, that will give the organization a better understanding of the gambling habits and preferences of people across the state and will encompass all forms of gambling from Bingo and online games like Candy Crush to playing the Lottery and sports betting. The Lottery also includes questions about problem gambling on every quarterly tracking study that it conducts.

## **World Lottery Association Responsible Gaming Certifications:**

To ensure the Lottery follows global standards, it is 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. In June of 2022 the Lottery was awarded Level 4 certification, the highest-possible level and an honor shared with only seven other U.S. lotteries. Enhanced training for staff and retailers, more research and stricter marketing guidelines are just a few of the program elements the Lottery is implementing as part of its Level 4 commitment.



**Tom Seaver**  
**Director, Colorado Lottery**



Tom Seaver has a passion for the outdoors – and for lotteries. As director of the Colorado Lottery at the Department of Revenue, Seaver has worked in the lottery industry for nearly 35 years, on five continents, with dozens of state and international lotteries.

In this role since June 2018, Seaver’s position at the Colorado Lottery in Pueblo marks his second stint in Colorado working with the Lottery. He previously spent nearly 15 years in Denver as supervisor and vice president on the Colorado Lottery account with Karsh & Hagan advertising from 1992-2000 and then as a lottery expert consultant with Seaver Creative, Inc. Seaver moved to Carthage, IL in 2007 where he operated his consulting business until he joined the Colorado Lottery as director. Since his arrival, the Lottery has already seen a significant increase in sales revenue.

Before joining the Colorado Lottery, Seaver was an industry leader, providing off-site and on-site consulting for state and international lotteries such as OPAP, the National Lottery of Greece, Lotto Catalunya in Barcelona, Spain, and China Sports Lottery. Seaver also worked with a consortium to create the first national lottery in Botswana, Africa. Seaver began his lottery career in 1985 with the Missouri Lottery for four years and then with the Virginia Lottery for five years, in product, marketing and management roles.

It’s safe to say, Seaver loves the lottery industry, and he’s good at it. But he might love the outdoors even more.

Seaver raised his three grown children in Colorado. He enjoys spending time with them as often as possible and exercising his other passions – distance running, fishing, hiking, camping and golf. His love of the outdoors and helping to provide a thriving resource for his kids to enjoy are strong motivators in the work he does at the Colorado Lottery.

Seaver was born in Carthage, IL, and graduated Cum Laude from Graceland University in Lamoni, IA with a degree in Business Administration. He also has a Master’s in Business Administration from Washington University in St. Louis.

###



**Jennifer Anderson**  
**Deputy Director, Colorado Lottery**



Jennifer Anderson has served as deputy director for the Colorado Lottery at the Department of Revenue since July 2018. She leads the operational side of the Lottery encompassing operations, security and investigations, communications, public outreach, project management, legal and fiscal.

Prior to joining the Lottery, Anderson was the director of legislative affairs for the Colorado Attorney General for four legislative sessions. In that role, she worked closely with the Colorado General Assembly to ensure that the Attorney General's legislative agenda was passed and signed into law. She was successful in passing 24 bills on the AG's behalf, focusing primarily on data privacy, consumer protection, victim's rights, peace officer standards and training, school safety, and Medicaid fraud.

Anderson also served as director of alcohol and gaming at the New Mexico Regulation and Licensing Department from 2012 to 2014, where she was responsible for issuing liquor licenses and enforcing New Mexico's liquor laws.

At her first job out of law school, Anderson practiced natural resources law at what is now Lewis Roca Rothgerber Christie in Albuquerque, NM. Later, she moved to Denver to continue her practice at Brownstein Hyatt Farber Schreck. She is licensed to practice law in both Colorado and New Mexico. Anderson's diverse political and government affairs background includes working three legislative sessions as a policy analyst with the New Mexico State Senate and serving as the deputy campaign manager during Beth McCann's first attempt at becoming Denver's first female District Attorney in 2004.

When she's not serving the State of Colorado, you'll most likely find Anderson on an airplane or at the top of a Colorado mountain. Passionate about travel and exploring new places, Anderson has traveled to over 40 countries. She also loves exploring the outdoors in her own backyard – snowboarding in the winter and hiking and cycling in the summer.

A New Mexico native, Anderson received a B.A. in English and Spanish, and a minor in art history from the University of Denver in 2004. She graduated magna cum laude from the University Of New Mexico School Of Law in 2010. In 2006 Anderson taught English in South Korea as a J. William Fulbright Foreign Scholarship recipient.

###



Photos and videos can be found at these links. Please attribute all photos to the Colorado Lottery unless otherwise noted.

Lottery proceeds [photos by region](#)

Lottery drone [videos](#)

Lottery winner [photos](#) and [videos](#)

[Logos](#)

[Brand guidelines](#)

[Lottery advertising](#)

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