



CT PARTNERSHIP  
FOR RESPONSIBLE  
GAMBLING

CT Lottery  
CT Council on Problem Gambling  
CT Department of Mental Health & Addiction Services

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**CT Partnership for Responsible Gambling Launches New Public Service  
Campaign to Commemorate Problem Gambling Awareness Week**  
*Students from Masuk High School in Monroe, CT Featured in PSA*

**HARTFORD, CT/March 3, 2009** – The Connecticut Partnership for Responsible Gambling unveiled a new television public service announcement today at a press conference at the Legislative Office Building hosted by State Senator Andrea Stillman (D-Waterford). The 30 second spot was created in support of Problem Gambling Awareness Week, March 1-7.

This year's campaign focuses on the dangers of underage gambling and the importance of friends reaching out to help one another. The new PSA, entitled, "You Tell Your Friend," was based on a concept originated by the Vermont Council on Problem Gambling and developed with the assistance and support of the GAMES (Gambling Awareness of Monroe through Educating our Students) initiative of Masuk High School, Monroe, CT. Masuk students are featured in this compelling piece, which encourages youth to reach out to peers to find help and hope for problem gambling behavior.

"These PSAs are an important part of the state's ongoing efforts to provide support for those with an addiction to gambling," said Stillman. "Since this year's efforts focused on youth gambling, it was appropriate that actual students participated in this project. Their involvement was vital developing an effective message and making this a truly meaningful campaign."

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The PSA is based on an original concept from the Vermont Council on Problem Gambling. Funding for the project was provided by the Connecticut Lottery Corporation. Representatives from the Department of Mental Health and Addiction Services Problem Gambling Services, the CT Council on Problem Gambling as well as the faculty and parents at Masuk High School provided assistance in the development of the PSA.

“Since the Partnership was established a decade ago, the CT Lottery has made a commitment to take proactive measures to establish responsible gambling programs and support existing efforts to raise the public’s awareness of the risks associated with gambling activities,” added Anne Noble, President & CEO of the Connecticut Lottery Corporation. “The Lottery’s ongoing goal is to make the public aware that prevention is possible, and that help is available.”

Additional Lottery efforts in support of Problem Gambling Awareness Week, include:

- Suspension of product advertising from TV between March 1-7
- Broadcast of “You Tell Your Friend” PSA in support of responsible gambling
- Broadcast of a radio PSA created to remind the public and inform that lottery gambling by persons under the age of 18 is illegal
- Mobile billboard that will be travelling on Connecticut’s roadways between March 2-15
- Signage placed at retail locations to provide Problem Gambling Helpline information
- Information regarding responsible play featured at [www.ctlottery.org](http://www.ctlottery.org)

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Since 1996, the Lottery has contributed a total of \$12,775,000 to the Department of Mental Health and Addiction Services Chronic Gamblers Treatment and Rehabilitation Fund. In fiscal year 2009, the Lottery will provide \$1.9 million to the fund.

The CT Lottery is committed to being a responsible advertiser, using standard and acceptable advertising and marketing guidelines. The CT Lottery is also part of the CT Gambling Awareness Committee, which includes representation from all of the gaming organizations in the state, as well as the Division of Special Revenue, the Department of Mental Health and Addiction Services Problem Gambling Services, the Connecticut Council for Problem Gambling and the CT Women's Problem Gambling Project.

For more information, visit [www.ctlottery.org/partnership.htm](http://www.ctlottery.org/partnership.htm)

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