



WISCONSIN COUNCIL
ON PROBLEM GAMBLING

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The March Madness of Problem Gambling

For Immediate Release

March 13, 2012

(Green Bay, Wis.) -- The bracket is set and the road to the Final Four is about to open. March Madness is here and the action on the basketball court will produce a lot of gambling action – some legal, some not.

For the vast majority of Wisconsin residents, March Madness may involve a few dollars in an office pool. But those with a gambling addiction face a much more difficult road with more than 60 games in just three weeks of the men's college basketball tournament.

“There's certainly a lot of basketball excitement this time of year, but that excitement can be a problem for those addicted to gambling,” said Rose Gruber, Executive Director of the Wisconsin Council on Problem Gambling (WCPG). “There's the stress of the holidays, then the Super Bowl and now the hype of March Madness. It's a tough time for problem gamblers and that's reflected in the number of calls that come in to the statewide problem gambling Helpline.”

Gruber also notes that while gambling has historically been viewed as an adult activity, it's become more and more popular among young people. “Research suggests that more teens are gambling more often and the college basketball tournament seems to be a draw for young gamblers,” Gruber said. “Studies have also shown that the rate of problem and compulsive gambling is greater for young people than for the adult population.”

But help is available. “Certainly, problem or compulsive gamblers, and those who feel they may be heading for a problem, are encouraged to call the WCPG Helpline at 1-800-GAMBLE-5,” Gruber said. “We put people in touch with resources in their community to help them deal with the problem.”

For more information about problem, visit the Wisconsin Council on Problem Gambling website at www.wi-problemgamblers.org.

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*The **Wisconsin Council on Problem Gambling** is funded by a public awareness grant from the State of Wisconsin and additional funding from donors, including Wisconsin Native American Tribes. The Council operates a 24-hour Helpline at 1-800-GAMBLE-5, distributes informational brochures, organizes an annual statewide conference, makes presentations on problem gambling and conducts training sessions for treatment providers interested in the special requirements for working with compulsive gamblers and their families.*

For more information, visit www.wi-problemgamblers.org. WCPG is now on [Facebook](#). Log on to Facebook, search for “Wisconsin Council on Problem Gambling” and then click “like.”

The Wisconsin Council on Problem Gambling is proud to host the 26th National Conference on Problem Gambling, July 13-14, 2012, at the Hyatt Regency Milwaukee.

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