



FOR IMMEDIATE RELEASE

Contact:

Rose Blozinski, Executive Director, Wisconsin Council on Problem Gambling  
1-920-265-9619 - [Rose@wi-problemgamblers.org](mailto:Rose@wi-problemgamblers.org)

## March is Problem Gambling Awareness Month

Green Bay, WI (March 2, 2021) As March Madness reaches a crescendo this month with an estimated \$10 billion in bets placed on the NCAA basketball championship games each year, calls to the Wisconsin Problem Gambling Helpline (1-800-GAMBLE-5) spike an average of 30% during the month.

For the nineteenth year, Wisconsin Council on Problem Gambling, in collaboration with the National Council on Problem Gambling, dedicates the month of March to helping people. The campaign theme “Awareness + Action” is all about taking specific action and having conversations about problem gambling issues and directing people to the help they may need. Approximately 2 million U.S. adults (1% of the population) are estimated to meet criteria for gambling disorder. Another 4-6 million (2-3%) are considered to meet criteria for problem gambling. And yet for many residents of the US, gambling remains a hidden addiction.

Using the tagline #AwarenessPlusAction, Problem Gambling Awareness Month (#PGAM2021) 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.

“Across Wisconsin, the WCPG is encouraging groups to host problem gambling screening days and to share the prevention message. We are providing trainings, a media campaign and conduct awareness initiatives to reach people who can make a difference in ensuring that problem gambling services are widely available and accessible,” said Blozinski. The WCPG has received a Proclamation for Problem Gambling Awareness Month from Governor Evers.

***If you or someone you know has a gambling problem, call the Wisconsin Council on Problem Gambling Helpline at 1-800-GAMBLE-5, Text at 1-850-888-Hope or Live Chat through the WCPG website at [www.wi-problemgamblers.org](http://www.wi-problemgamblers.org).***

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, Textline at 1-850-888-HOPE, and Chat available on [www.wi-problemgamblers.org](http://www.wi-problemgamblers.org), 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 the [Wisconsin Council on Problem Gambling](http://www.wisconsin-council-on-problem-gambling.org) website, visit us on Facebook at [www.facebook.com/WisconsinCouncilonProblemGambling](https://www.facebook.com/WisconsinCouncilonProblemGambling) or follow us on Twitter at <https://twitter.com/wcpqgambling>

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