



## Compulsive Gambling Awareness Efforts

This is a brief summary of the efforts of the Nebraska Lottery to help increase awareness of problem gambling and the resources available to those afflicted.

For additional information, contact Brian Rockey, Associate Marketing Administrator, Nebraska Lottery, P.O. Box 98901, Lincoln, NE 68509; 402-471-6100, lottery@nelottery.com.

### Product Information

Scratch tickets

Lotto tickets

Ticket stock

Play slips

All games

How-to-play brochure

Point-Of-Sale

Game Posters

Prizes Remaining



### Communications

Monthly winners poster

Players Digest magazine

Relationship marketing materials

Retailer newsletter and manual

www.nelottery.com

General information card



### Assorted Efforts

Play responsibly jackpot awareness ads

Produced television PSA package

Secured airtime for PSA package

Regular discussions with retailer groups

National observance materials

Share of proceeds to Compulsive Gamblers Assistance Fund

