



# CHATTER THAT MATTERS<sup>®</sup>

Volume 11, Issue 2

Spring 2022

## A Message from Greg Smith:

March is upon us again which means that Problem Gambling Awareness Month is kicking into gear. We have some of CLC’s usual efforts (identified in this issue), but this year we have even more focus on Responsible Gambling with our expansion of gaming that began last fall. Hearing stories of people who have struggled to control their gaming, or the related financial trouble that accompanies this, gives us the ability to picture it better. Equally as important to hearing these stories is hearing about the variety of services that are available to people who need assistance controlling their gaming efforts.

We always want some degree of recognition for the money that CLC gives to DMHAS, and ultimately to CCPG, but we also want more people to know what these services are and how to ask for them. Few things are as frustrating as hearing that someone hit rock bottom and did not pick up the phone to ask for help. I encourage you all to know about these services so that you can tell people what they are and how to get them. That is the definition of good RG to me.

Help can begin with a call to the **Problem Gambling Helpline: 888.789.7777.**

— Greg Smith

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... And More!



# CT Lottery Uses Social Media to Spotlight Responsible Gambling and Sports Betting

By: Tara Chozet

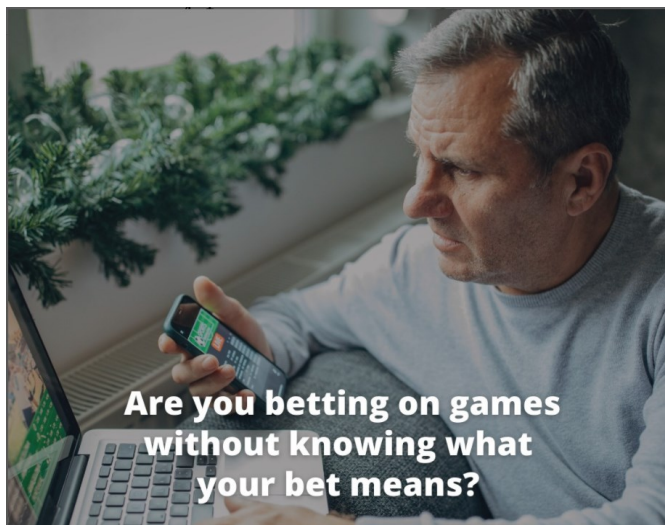
RESPONSIBLE GAMBLING

The Connecticut Lottery's mission is to raise revenue for the State of Connecticut in a *responsible* manner, and nearly all of our business operations are done so with a dedication to responsible gambling. With the expansion of gaming in our state to include sports betting, we understand that it's more critical than ever for the CLC to not only continue its commitment to responsible gambling best practices, but also to increase our efforts.

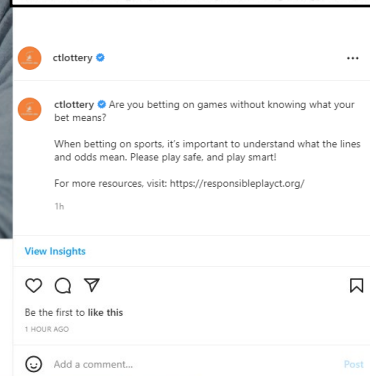
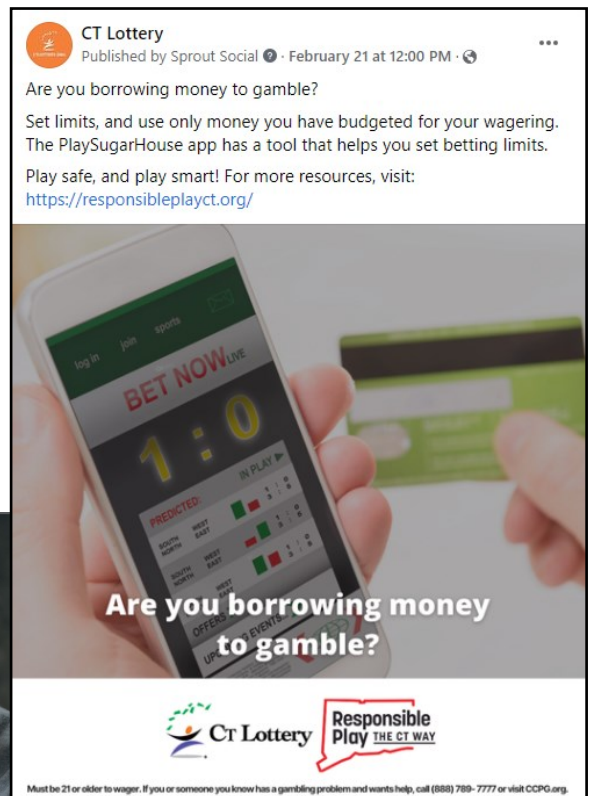
Social media is a key touchpoint for the Lottery in how we reach and engage with our players to celebrate wins, promote new products, and make corporate announcements, so it was a natural place for us to launch a dedicated social media campaign around responsible gambling, with a focus on sports betting. The purpose is two-fold: to make players more aware of some of the signs of problem gambling; and to assist players in finding help if there's a potential issue.

Running from February 14, though April 4, an eight-week slate of posts is timed to run during one of the busiest times on the sports betting calendar – the Monday after Super Bowl Sunday, through the final day of both NCAA Basketball Tournaments. The campaign, which is running across Facebook, Instagram, and Twitter, also coincides with Problem Gambling Awareness Month (PGAM), and it will run in tandem with supplemental PGAM-related posts. Each post uses approved messaging from our partners at the Connecticut Council on Problem Gambling (CCPG), and is intended to capture the reader's attention through provocative questions on graphics, and offer timely, useful information.

As our product and business opportunities grow, the CLC will continue to work hand-in-hand with our responsible gambling partners at CCPG and the Connecticut Department of Mental Health and Addiction Services to get as much information out as possible to our players about the resources that are available in the state to those in need.



Must be 21 or older to wager. If you or someone you know has a gambling problem and wants help, call (888) 789-7777 or visit CCPG.org.



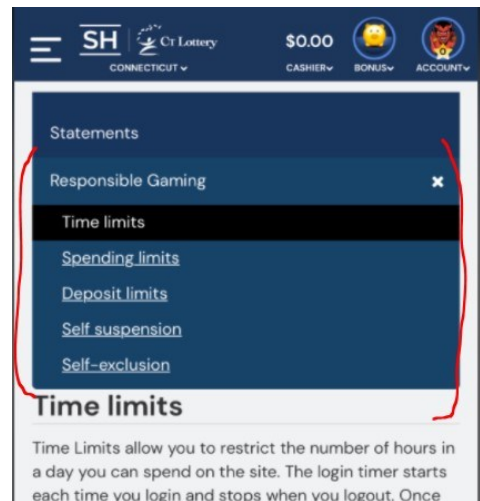
# PlaySugarHouse Sportsbook App Features Many RG Tools

By: Christopher Davis



The Connecticut Lottery partnered with Rush Street Interactive (RSI) and their PlaySugarHouse sportsbook in part because of RSI's long track record of supporting and implementing responsible gambling initiatives across their platforms. Our PlaySugarHouse sportsbook app and website feature many helpful responsible gambling tools that can be utilized by players to help manage their gambling activities.

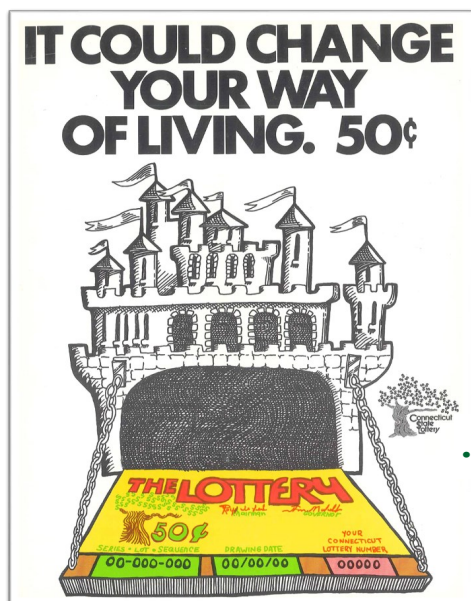
Players can set daily, weekly, and monthly spending and deposit limits along with helpful time limits. Additionally, players can self-suspend their accounts for a "cool down" period between 3 and 30 days at a time. If at any time a player is ready to remove themselves from all online gambling options across all operators, they can sign up for the state's new, voluntary self-exclusion program for 1 or 5 years on our app or website, or sign up for a lifetime self-exclusion on DCP's self-exclusion website, [ct.gov/self-exclusion](http://ct.gov/self-exclusion). These helpful tools offered by our sportsbook app and website are proven, effective personalized tools to help our players gamble responsibly and within their limits.



## The Money Tree Stays Part of CLC's Image

By: Annmarie Daigle

The Lottery's Marketing team put a lot of time into creating the 50<sup>th</sup> Anniversary logo. Many options were designed and reviewed. They opted for incorporating the classic Money Tree (CLC's first logo which incorporates the Charter Oak, a long-time Connecticut symbol and our state tree) and giving it a bold new elegant look. The 50<sup>th</sup> Anniversary logo, as well as our beautiful instant tickets were created in-house by Viola, one of our amazing graphic designers! They honor CLC's history and have a classy, sleek look that players love. Sales of the Fast Play & scratch tickets are off to a very strong start!



...Then



# Vendor Spotlight: The Perfect Promotion

By: Sharon Zarotney



The Perfect Promotion, a woman-owned company founded in 1995, and Connecticut Lottery Corporation have been working together to ensure our messaging is visible and stays top of mind. The tools they use are promotional products and branded apparel.



HALO-The Perfect Promotion provides solutions to elevate a brand's experience both inside the organization as well as to customers and business partners across the state. In an industry that is product focused they value their relationship with their clients above all else. Large or small they thrive at helping clients achieve their goals by developing customized solutions that get results.

The Perfect Promotion offers the most comprehensive program in the industry to ensure product safety and social compliance. Sustainability is core to their mission as well.

"We are consultative, we are quick and we genuinely care about our clients. We enjoy working with the Purchasing Team at the CT Lottery." — Jody Ferrer, Account Executive



Left to right: Jody Ferrer, Emily Dubord and Jamie Hollister

Just a few of the promotional products the CT Lottery Corporation has purchased through The Perfect Promotion:

Insulated totes – KENO chargers – Power Cruise t-shirts – Magnifier bookmarks  
50<sup>th</sup> Anniversary blankets – KENO t-shirts – 50<sup>th</sup> Anniversary totes

[www.theperfectpromotion.net](http://www.theperfectpromotion.net)



**WBENC enters its 25th year as champion  
of women-owned business enterprises**

# New Statewide Responsible Gambling Campaign Launched

By: Christopher Davis

In coordination with the expansion of gaming in Connecticut, Connecticut Lottery is proud to partner with the Connecticut Council of Problem Gambling (CCPG), DMHAS Problem Gambling Services, Foxwoods, Mohegan Sun, and Sportech to launch a new statewide responsible gambling campaign, **Responsible Play – The CT Way**.



The campaign is a unified approach created by Connecticut's key stakeholders in the gaming and problem gambling communities to increase awareness of responsible gambling initiatives and provide resources to those in need. The new logo and messaging shown below are now featured across all gaming operators in Connecticut to provide a common, identifiable resource for responsible gambling information and problem gambling resources. For more information about this new campaign and for some helpful responsible gambling tips, please visit [www.ResponsiblePlayCT.org](http://www.ResponsiblePlayCT.org)



-  Set a budget & stick to it
-  Set time limits & take breaks
-  Gamble for entertainment & if it's not fun stop playing
-  Understand how the games work including odds
-  Avoid gambling when upset or frustrated
-  Limit or avoid alcohol other substances while gambling
-  Balance gambling with other activities



# Green Awareness



By Suzanne Colley

**Be Mindful:** Think GREEN before shopping! Do I really need it? Can I buy it used?  
How green is the product? Can I reuse it?

“Reusing a material can imply a variety of uses. Technically any secondary usage would be reusing, but in the sense of materials conservation “reuse” is to use something in a manner similar to its original use. For instance, a soda bottle, once emptied can be filled with water and kept in the fridge as a quick refreshment. Same overall mission: different task.” [Source: Keep Cocker County Beautiful, local chapter of Keep America Beautiful, posted by Douglas, April 25, 2015]

## Reuse Equals Participation



The success of a Public Surplus auction depends upon several things, not the least of which is awareness and participation. Knowledge matters!

Revisiting past success – listed on surplus was a portable pocket printer. The usage of this particular item is obvious however, what made this winning bid interesting, was the bidder himself. This latest auction-goer was astute and articulate. That fact in-and-of-itself is not unlike his auction winning predecessors, however this bidder’s uniqueness was youthful maturity. He was over 18, yet under 21. A forward-thinking recycler who represents the future. His presence of mind to utilize the state-wide Public Surplus system is encouraging and typifies “reusing” at an item’s most vulnerable level.

## Beyond the landfill ~ Examples of our ‘stuffs’ finding life anew through surplus.



## CLC’s Corporate Responsibility Team:

- Irena Baj-Wright
- Karen Chambrello
- Tara Chozet
- Suzanne Colley
- Annmarie Daigle
- Christopher Davis
- Pete Donahue
- Kendra Eckhart
- Bryan Figueroa
- Rita Finocchiaro
- Steve Fox
- John Gasparini
- Wendy Gasparini
- Valerie Guglielmo
- Jodi Ganzer
- Rebecca Lambert
- Violetta Lukin
- Zuleika Mercado
- Nikki Nearing
- Lauren Perrotti
- Barbara Petano
- Robin Raboin
- Janet Rocco
- Greg Smith
- Linda Tarnowski
- Steve Wagner
- Mark Walerysiak
- Jeff Yue
- Sharon Zarotney



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