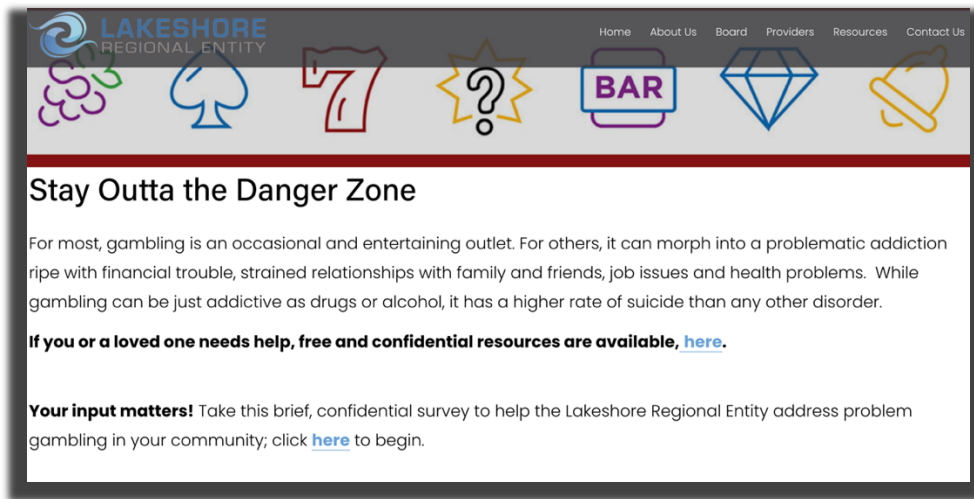April 2021

Gambling Disorder Prevention Project

Overview: The LRE's Gambling Disorder Prevent Project is working to prevent gambling disorders throughout the region through partnerships with local providers and regional efforts such as the stayouttathedangerzone.com campaign. A regional marketing campaign to support the strategic plan is currently underway in partnership with Seyferth PR.

StayOuttatheDangerZone.com is an online resource to help individuals gamble responsibly and find resources and support to prevent problem gambling.

This **microsite** is now live and located within the LRE website that offers risk reduction strategies, support for problem gamblers, and information to assist parents in preventing gambling problems among their children.
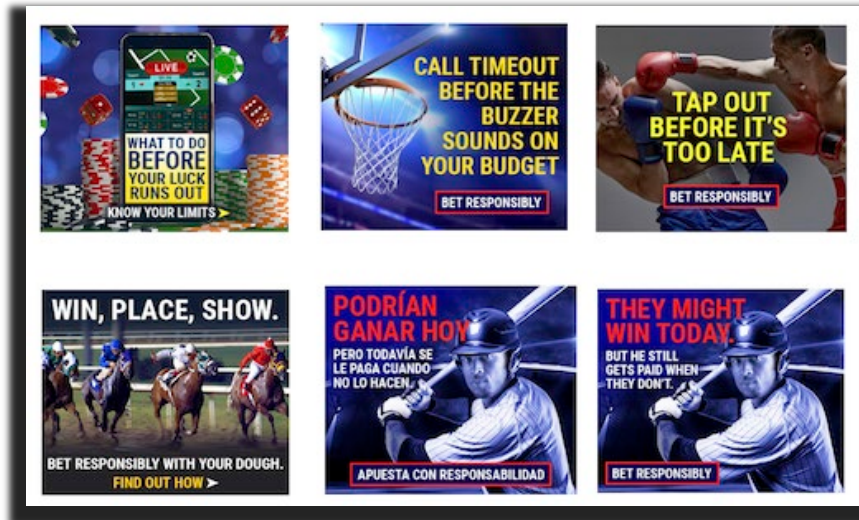

Two **billboards** with the theme, 'Scratch Responsibly' are displayed in the counties with highest per capita lottery spending; Lake and Muskegon.

- o   Muskegon U.S. 131 N and Sherman Blvd, Running 3/15 to 4/11
- o   Baldwin; next to Michigan Works; Running 3/8 to 4/4

Digital Media Ads/Geofencing: In April, ads that link users to the microsite began to appear for individuals visiting the MLive webpage who have downloaded internet sports gambling apps such as FanDuel. In June, ads will appear for individuals who are on their mobile device near a fenced location such as a casino or lottery retailer.

Community Survey: Over the past month, a community survey about attitudes and behaviors towards gambling has been administered electronically. In addition to promotion through local partners, the survey is being promoted via text messages, Facebook, MLive ad (see below) and the microsite. The survey will continue to be promoted on MLive ads through April. To date, 353 adults have participated in the survey.