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Michigan Gaming Control Board Wins Big with Investment in Problem Gambling Prevention

EAST LANSING, MI: [PRNEWS](#) has selected the [Michigan Gaming Control Board's](#) (MGCB) "[Don't Regret the Bet](#)" responsible gaming campaign as a first-place winner at the 2024 [Digital Media Awards](#). The award comes as Michigan Sportsbooks record \$497.6 million in March bets, an increase of 18% over March 2023, and iGaming gross receipts reach their highest to date at more than \$215 million. Michigan leads the nation in online gambling and has done so for three consecutive years according to the [American Gaming Association](#).

"Social media platforms serve as powerful conduits for disseminating vital information, and Facebook is no exception," said Sandra Johnson, manager of MGCB's Responsible Gaming Section. "King Media's unwavering commitment and creative visions for Don't Regret the Bet messaging has been instrumental in our success."

"The MGCB is an incredible champion for problem gambling prevention," shares [Coleen King](#), president and founder of [King Media](#), the marketing agency behind the campaign. With their work firmly grounded in research, King says her team can use cutting-edge digital marketing techniques to deliver tailored messaging directly to those who need to see it most.

"We balanced statewide awareness efforts with a series of hyper-targeted ads designed to reach specific audiences like recent casino visitors, March Madness fans, and even NFL Draft attendees," explains King. "The messaging was on-point because it was designed specifically for them."

These techniques caught the attention of judges at the PRNEWS Digital Awards, who selected "Don't Regret the Bet" as their first-place winner for Facebook Platform Presence. "These honorees have shown what it takes to adapt, innovate and break through the clutter in an increasingly crowded digital space," shares PRNEWS Content Director Kaylee Hultgren in the announcement.

The PRNEWS prize adds to a tally of platinum and first-place wins on a national and international stage. "Don't Regret the Bet" also received six platinum trophies from AVA Digital Awards, dotCOMM, MarCom and Viddy Awards in categories such as digital marketing, integrated marketing, website creativity and design. "It's important work and it's not just winning international acclaim—it's changing lives and improving communities. That's the biggest win of all," says King.

"Coleen and her team ensure that we're relevant, that we're not only reaching our target audiences but also that our ads are resonating with them, and that we're empowering individuals to make informed choices and recognize potential risks before they escalate into problem gambling. This remarkable achievement underscores our commitment to promoting responsible gaming practices and safeguarding Michiganders from harm, and we look forward to achieving even more together in the days ahead because we're not done yet," shares Johnson.

Celebrating 25 years of creating change, King Media is a full-service marketing agency that provides research-based solutions to move the needle for clients. Our core competencies include market and community research and analysis, brand development, creative and message development, strategic planning, graphic design, media planning and buying, and web design and development. King Media was founded in 1999 by Coleen King, president, remains 100% woman-owned and is Pure Michigan. King's corporate office is centrally located in East Lansing with additional offices in Ada and St. Joseph. For more information and to view recent work, visit KingMediaNow.com.

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