

**FOR IMMEDIATE RELEASE**

Contact: [MGCB-Media@michigan.gov](mailto:MGCB-Media@michigan.gov)



**Michigan Gaming Control Board, King Media win 2023 Platinum Viddy Award, international recognition for ‘Don’t Regret the Bet’ responsible gaming messaging campaign**

DETROIT, Aug. 2, 2023 — The Michigan Gaming Control Board (MGCB), in partnership with King Media, has earned a 2023 Platinum Viddy Award for [Don’t Regret the Bet, the MGCB’s responsible gaming messaging campaign](#). The award honors video excellence in a digital world, with entries judged by the Association of Marketing and Communication Professionals, whose work serves as a benchmark for the industry.

Started in 1994 and formerly known as the Videographer Awards, the Viddy Awards are one of the most coveted recognitions in the video industry celebrating the creative work of production and communication professionals from around the world. This year, the international competition received more than 2,500 entries from throughout the U.S., Canada, and 17 other countries. Winners were selected from hundreds of categories, with Platinum Awards given to those projects the judges deemed were written, produced, shot and/or edited in an exceptional manner — with these top entries having received a score of 90 or more, out of a possible 100 points.

“Receiving an award for responsible gaming messaging efforts is not only a tremendous honor, but also a testament to the dedication and commitment the Michigan Gaming Control Board has toward promoting a safe and enjoyable gambling environment,” MGCB Executive Director Henry Williams said. “I appreciate the partnership and efforts of King Media with the agency, and the talents of their staff who have worked hand-in-hand with us to develop creative strategies and share best practices as we strive to ensure the well-being of players within the ever-changing gaming industry landscape.”

The MGCB’s Responsible Gaming Section was created as part of a new initiative to prevent problem gambling and remind Michiganders that any form of gambling is just for fun and entertainment. For those with a gambling problem, the agency is a vital and longstanding resource for getting help. However, the goal of the *Don’t Regret the Bet* integrated marketing campaign, which launched in March 2023 and is supported by state-appropriated funds, is to prevent gambling problems before they start and reduce the number of people in Michigan who develop a serious gambling addiction. As part of the bipartisan budget passed by the legislature and signed by Gov. Gretchen Whitmer for Fiscal Year 2024, an allocated \$3 million of ongoing, annual funding will support the continuation of the agency’s *Don’t Regret the Bet* campaign.

“The MGCB’s priority is to protect the interests of the citizens of the state of Michigan, and we are proud to have been able to partner with King Media to help elevate our responsible gaming messaging,” said Sandra Johnson, manager of MGCB’s Responsible Gaming Section. “This award is an honor and reflects the team effort and work that has gone, and will continue to go into, our successful *Don’t Regret the Bet* campaign. I am grateful to the agency, as well as the financial support from the State of Michigan, to have made this endeavor possible.”

Based in East Lansing, Mich., King Media is a full-service marketing, advertising, public relations, and digital media agency founded in 1999 by Coleen King. The agency focuses on meaningful work that creates positive change for its clients and has been a valuable strategic and creative partner with the MGCB on the *Don’t Regret the Bet* campaign. Together, they’ve developed ads about responsible gaming that are reaching Michiganders across the state on various platforms — such as broadcast TV and radio advertising, point-of-sale video ads at gas stations, digital billboards, social media, and digital media, including streaming services and podcasts.

“King Media is committed to meaningful work, and the Michigan Gaming Control Board has been an exceptional partner in that,” said Coleen King, president and founder of King Media. “International recognition affirms our work is on par with the best in the industry. But the bigger story is how these campaigns are changing lives and improving communities. The MGCB is clearly committed to their mission of preventing problem gambling in Michigan, and it’s an honor to work alongside them.”

The MGCB earned the 2023 Platinum Viddy Award alongside campaigns from the Make-A-Wish Foundation Minnesota, Walgreens, the New York Mets, AARP, Vanguard, CDC, and Ripley's Believe It or Not! The winner database of 2023 Platinum and Gold Viddy Award winners can be viewed at [enter.viddyawards.com/winners](https://enter.viddyawards.com/winners) and can be searched by city, state and category.

*Gambling in any form is for entertainment purposes only. If someone has a gambling problem, please call the state's 24-hour, toll-free helpline at 1-800-270-7117 or the MGCB's responsible gaming section at 1-888-223-3044. You also may visit the [Responsible Gaming page of the MGCB website](#) for information on self-exclusion programs including the Disassociated Persons List and the Internet Gaming and Sports Betting Responsible Gaming Database. Also, visit [DontRegretTheBet.org](https://DontRegretTheBet.org) for additional tools to help citizens game responsibly.*

*The Michigan Gaming Control Board shall ensure the conduct of fair and honest gaming to protect the interests of the citizens of the state of Michigan. Learn more at [Michigan.gov/MGCB](https://Michigan.gov/MGCB).*

###