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“Don’t Regret the Bet” responsible gaming campaign led by Michigan Gaming Control Board, King Media wins Emmy Award®



Pictured from left to right are Responsible Gaming (RG) Section members Madeline Johnston, Bri’Ona Taylor, and Stina Lyles, Executive Director Henry Williams in the center holding the Emmy Award, Deputy Director of Casino Operations Carla Schulte, RG Section Manager Sandra Johnson, and Sarah Rye (RG).

DETROIT, Sept. 10, 2024 — The Michigan Gaming Control Board (MGCB) proudly announces that its innovative “Don’t Regret the Bet” responsible gaming campaign has been honored with a Michigan Chapter Emmy Award® from the National Academy of Television Arts & Sciences. The campaign stood out in the Graphic Arts – Motion Graphics category, showcasing excellence in design and creative storytelling.

This prestigious award recognizes the collaborative efforts of the [MGCB](#) and [King Media](#), led by President and Founder Coleen King, along with [Cutters Studios](#) in Detroit. Under the expert art direction of King Media’s Executive Creative Director Bob Veasey and Senior Graphic Designer Keith Pzybyla-Kuchek, Keith Slawinski, a motion graphics designer at Cutters Studios, worked to bring to life the characters featured in the “Don’t Regret the Bet” commercials. The dedication of King Media’s creative team in crafting all elements of the “Don’t Regret the Bet” campaign—from the ideation, scripting, writing, campaign and asset development, tagline, branding, voice talent, sound effects, music, animated characters, and more—at the request of the MGCB have not only captivated audiences but have also made a positive impact in promoting responsible gaming practices to Michigan residents statewide.

“The Board’s commitment to promoting responsible gaming and raising awareness about the potential risks associated with gambling is exemplified through this award-winning campaign, and I am so grateful for the partnership we have cultivated with King Media to help us get the word out about ‘Don’t Regret the Bet’,” **MGCB Executive Director Henry Williams** said. “Through engaging and visually compelling motion graphics, the campaign continues to successfully convey its message of responsible gaming to a wide audience—and I thank the MGCB’s Responsible Gaming Section, King Media, and their creative partners for their excellent work on this endeavor.”

With this well-deserved recognition at the Michigan Chapter Emmy Awards®, the MGCB and its collaborative partners have set a high standard for excellence in promoting responsible gaming practices through innovative and impactful storytelling.

“Receiving an Emmy Award for our work in partnership with the Michigan Gaming Control Board is a testament to the dedication and creativity of our collective team,” said **Coleen King, President and Founder of King Media**. “It’s an honor that reflects not only our talents, but the unwavering commitment to educate and inform citizens about responsible gaming in Michigan.”

Launched in March 2023, the “Don’t Regret the Bet” integrated marketing campaign aims to prevent gambling problems before they start and reduce the number of people in Michigan who develop a serious gambling addiction.

“This Emmy Award® is a testament to the hard work and passion that our Responsible Gaming team puts into raising awareness about responsible gaming,” said **Sandra Johnson, manager of MGCB’s Responsible Gaming Section**. “As we come to work each day, it reminds us of the importance of our mission to educate and protect the residents of the communities we serve.”

The MGCB continues to lead the way in promoting responsible gaming practices and ensuring a safe and enjoyable gaming environment for all residents of Michigan. Learn more at DontRegretTheBet.org.

Founded in 1947, the National Academy of Television Arts & Sciences and the Emmy Award® stand for the best in the television industry. The Michigan Chapter was chartered by the National Academy in 1978 as the Detroit chapter and was expanded to include the entire state of Michigan in 1989.

The Emmy Awards®, or Emmys®, are an extensive range of awards for artistic and technical merit for the American and international television industry. A number of annual Emmy Award® ceremonies are held throughout the calendar year, each with their own set of rules and award categories. Regional Emmy Awards® are presented throughout the country, recognizing excellence in local and statewide television.

A complete list of the Michigan Chapter Emmy Awards® nominees and winners can be found on the National Academy of Television Arts & Sciences’ Michigan Chapter website at www.natasmichigan.org.

Gambling in any form is for entertainment purposes only. If you or someone you know has a gambling problem, contact the National Problem Gambling Helpline at 1-800-GAMBLER, text 800GAM, or visit www.1800gamblerchat.org. Help is available 24/7 and is free and confidential. Michigan citizens can also 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, and DontRegretTheBet.org for additional tools to 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.