



Some Fans Face Added Challenges During Super Bowl Weekend
WCPG urges caution as the Super Bowl approaches

SPOKESPERSON: *Available for comment*

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(Green Bay, WI) – The sports world will converge on Santa Clara, California, this week as Super Bowl LX kicks off Sunday, Feb. 8, 2026, at Levi’s Stadium, where the New England Patriots and Seattle Seahawks will battle for the Lombardi Trophy on ***THE*** biggest wagering day of the year in the United States.

According to Rose Blozinski, executive director of the [Wisconsin Council on Problem Gambling](http://www.wi-problemgamblers.org) (WCPG), the peak of the pro football season often brings heightened risks for those affected by gambling addiction.

“The Super Bowl presents real challenges for problem gamblers,” Blozinski said. “Many consider it a final chance to recover season-long losses, but most wind up losing more. We typically see an increase in Helpline calls immediately after the Super Bowl.

Blozinski adds that the toll of problem gambling often extends far beyond financial losses. “By the time people reach out for help, they’ve usually lost thousands of dollars, with serious consequences for their families, friendships and even their jobs,” she said. “In many cases, family members don’t realize there’s a gambling addiction—or mounting debt—until the situation has become severe.”

WCPG is a statewide organization with a mission of educating and promoting public understanding of problem gambling, while maintaining neutrality on the issue of legalized gambling. WCPG operates a Problem Gambling Helpline that is available 24/7 as a resource for anyone facing a gambling problem.

If you or someone you know has a gambling problem, call the Wisconsin Council on Problem Gambling Helpline at 1-800-426-2535, Text at 1-850-888-4673 or Live Chat through the WCPG website at www.wi-problemgamblers.org.

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The **Wisconsin Council on Problem Gambling** is funded by a public awareness grant from the State of Wisconsin and additional funding from donors, including Wisconsin Native American Tribes. The Council operates a 24-hour Helpline at 1-800-426-2535, 1-850-888-4673 Textline, and Chat available on www.wi-problemgamblers.org, distributes informational brochures, organizes an annual statewide conference, makes presentations on problem gambling and conducts training sessions for treatment providers interested in the special requirements for working with compulsive gamblers and their families.

For more information, visit the [Wisconsin Council on Problem Gambling](http://www.wisconsin-council-on-problem-gambling.org) website, visit us on Facebook at www.facebook.com/WisconsinCouncilonProblemGambling or follow us on Twitter at <https://twitter.com/wcpgambling>