

**FOR IMMEDIATE RELEASE**

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**The Colorado Division of Gaming Launches the Colorado Illegal Gaming Awareness Campaign: PLAY LEGIT. GAMBLE ONLY WHERE LEGAL.**

Lakewood, Colo. – April 24, 2024 – The 2024 Colorado Illegal Gaming Awareness Campaign launches this week, promoting awareness and prevention of illegal gambling by urging Colorado residents and visitors to only gamble where it's legal in Colorado. The "Play Legit. Gamble Only Where Legal." campaign aims to educate the public about the risks associated with illegal gambling and the importance of supporting regulated gaming venues.

The campaign emphasizes legal gambling options, including casinos in Black Hawk, Central City, and Cripple Creek, as well as online sports betting and off-track betting.

“With many certified and legal gambling sites available, it’s never worth it to put yourself in danger,” says Chris Schroder, Director of the Colorado Division of Gaming. “Together, let’s play by the rules and ensure that Colorado remains a safe and responsible gaming destination. By recognizing and preventing illegal gambling, we all win.”

In Colorado, gambling opportunities abound, but not all are legal. Illegal gambling operations not only fail to protect players but can also serve as a breeding ground for serious crimes, including fraud, human trafficking, drug trafficking, and burglary, posing a threat to public safety and community well-being. Participants in illegal gambling activities also compromise personal and financial information, putting individuals at risk of identity theft, unreliable payouts, and potential legal consequences, such as fines and imprisonment.

Coloradans and visitors are encouraged to visit the official website [PlayLegitCO.com](http://PlayLegitCO.com) for more information and resources on legal gambling options in Colorado.

Gambling problem? Call or TEXT 1-800-GAMBLER, for confidential assistance and support in managing gambling-related issues.

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The Colorado Department of Revenue’s Division of Gaming ensures honesty and integrity in the Colorado gaming industry. The Colorado Department of Revenue works to be a trusted partner to every Coloradan to help them navigate the complexities of government so they can thrive.