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## NEBRASKANS FOR VIDEO KENO

# News Release

## **Advertising Campaign to Educate Nebraskans about Video Keno, Community Betterment**

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**Omaha, Neb.—** A statewide advertising campaign, designed to inform Nebraskans about Video Keno ballot Initiative 421 began Monday with a series of radio ads. The goal of the campaign is to educate voters about the history of Nebraska Keno and how it will change if approved in the November 7 election.

"Video Keno is a simple technological improvement of the game that has generated a quarter billion dollars for community betterment across the state. Keno has been a great game for Nebraska on many levels and we want voters to understand what Video Keno and Initiative 421 are all about," said Kent Pavelka, spokesman for Nebraskans for Video Keno.

Pavelka's advertising and public relations firm, Kent Pavelka and Associates, is representing Nebraskans for Video Keno.

"Video Keno is just a self-service version of the current game. It's that simple. It's the same game, even better," Pavelka said.

"Keno hasn't changed since it began in Nebraska in 1986. Video Keno will allow cities, villages, and counties to use the latest electronic equipment. It's about using available technology as we do in most every aspect of our lives. Video Keno merely modernizes a game that has been very good for Nebraska," said Pavelka.

The radio commercials call attention to the 250-million dollars in community betterment projects provided over the years by Nebraska Keno. The ads mention examples in specific Nebraska communities.

"It's a wonderful story. Keno has been great entertainment for tens of thousands of Nebraskans and at the same time has provided such important public services to local communities," said Pavelka.

"We want Nebraskans to understand what Keno has funded all across the state. The radio ads talk about what's been done from Omaha to Scottsbluff and everywhere in between. Keno has provided money for public safety, youth programs, property tax relief, libraries, emergency services and much more. You name it. If it's been good for Nebraska communities, Keno money has been part of it. Before voting, people should take a good look at how Keno has helped.

"A more complete list of how Keno money has benefited Nebraska communities is available at our website: [www.nebraskansforvideokeno.com](http://www.nebraskansforvideokeno.com)," Pavelka said.

"These are tax free community improvements. Video Keno is an opportunity to provide more of the same," Pavelka said.