

INDUSTRY LAUNCHES RESPONSIBLE GAMBLING AWARENESS DAY

London, 16th October 2009 - To highlight the importance of gambling responsibly, the gambling industry* has declared Monday 19th October as Responsible Gambling Awareness Day to coincide with GamCare's annual conference.

The industry is committed to promoting responsible behaviour amongst customers, industry and employees. It wants to ensure individuals participating in gambling activities exercise rational and sensible choices in order to prevent them encountering any problems. The day seeks to remind customers of the need to gamble sensibly, to showcase what the industry does to help achieve this and to highlight the advice and treatment services available for the small minority that need them..

Nearly 70% of the population - approximately 32 million adults – have taken part in some form of gambling in the past year with the most popular activity being the National Lottery Draw. However, the UK has one of the lowest incidences of problem gambling anywhere in the world. Studies conducted by the Gambling Commission show that the level of problem gambling is around 0.6% of the adult population and this has not increased between 1999 and 2007 despite the increasing opportunities to gamble.

Gerry Sutcliffe, Minister for Sport, said, "I am really pleased that the industry is holding a Responsible Gambling Awareness Day. This is a fantastic idea and shows how the industry is taking initiative to promote responsible gambling and the importance of funding the treatment of problem gambling. I am sure the day will help raise awareness and spread this message to consumers and operators, and I hope to see the event return next year."

Clive Hawkswood, as a spokesman for the gambling industry, said, "Responsible Gambling Awareness Day is about reminding everyone involved, especially customers, about the need to gamble responsibly; to showcase the industry's ongoing efforts in this area and to do our best to ensure that we keep our gambling safe and enjoyable."

Activities on the day will include:

- Special fund raising efforts to support research, education and treatment
- Awareness campaigns in all kinds of gambling establishments,
- Special messages broadcast by Satellite Information Services directly to licensed betting offices and broadcast bulletins on the dedicated "at the races" horseracing television channel
- Leaflet and poster campaigns
- E mail alerts to customers
- Additional information and messaging on websites
- Specific additional messages in advertising

- A discussion forum with the industry, policy-makers and service deliverers at the GamCare annual conference

- ENDS -

Association of British Bookmakers
Bacta representing the British Amusement Industry
The Bingo Association
GamCare
The GREaT Foundation
National Casino Industry Forum
Remote Gambling Association

Anyone concerned about the amount of time or money that they or someone close to them is spending gambling can talk direct and in confidence to a GamCare adviser on 0845 6000 133 or www.gamcare.org.uk.

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