



For Immediate Release
July 31, 2017

Media Contact
Elaine Driscoll (MGC) 617-571-2964
Press release: 17-037

Get To Know GameSense!
The Massachusetts Gaming Commission Supports
Responsible Gaming Education Week from July 31st – August 4th
MGC continues efforts to raise awareness about GameSense Resources and Programs

The Massachusetts Gaming Commission (MGC) is pleased to announce its support and recognition of Responsible Gaming Education Week (RGEW) from **July 31st – August 4th, 2017**. RGEW was developed by the American Gaming Association in 1998 to increase awareness of problem gambling among gaming industry employees and customers, and to promote responsible gaming nationwide.

MGC will utilize this advocacy week to raise awareness for RGEW and to promote [GameSense](#), an innovative and comprehensive responsible gaming strategy adopted by the MGC as part of its mission to encourage smart play and mitigate problem gambling.

Today MGC will launch a week-long “Get To Know GameSense” campaign featuring a “Tip of the Day” distributed by paid advertising, a robust social media strategy, and on-site digital marketing and activities at Plainridge Park Casino.

MGC is working closely with the Massachusetts Council of Compulsive Gaming and Plainridge Park Casino to host a series of “Get To Know GameSense” -related activities at the GameSense Info Center (the country’s only on-site space for player education) at Plainridge Park Casino. These activities are intended to educate the public about strategies to keep gambling fun and to emphasize the various resources available.

Examples of RGEW activities include:

DATE	TIP of the Day	ADDITIONAL INFO & EVENT DESCRIPTION
Monday, July 31 st	Set A Budget	Set a budget and stick to it. When you stick to a budget, you spend only money you can afford to lose. Today GameSense Advisors will promote ways to help patrons set a budget and stick to it. This includes educating patrons about the availability of the country’s only voluntary electronic budgeting tool, PlayMyWay, now available at Plainridge Park Casino.
Tuesday, August 1 st	Play It Smart	GameSense tagline “Play It Smart” encourages patrons to understand the difference between gambling myths and facts. Good luck charms, “hot” machines, lucky numbers have no influence on gambling outcomes.



Massachusetts Gaming Commission

		Today GameSense Advisors will focus on educating patrons about gambling myths vs. facts.
Wednesday, August 2 nd	Take A Break	Take frequent breaks when you gamble. It helps you to keep a clear head and make smarter decisions. The GameSense Info Center is a great place to take a break and engage GameSense Advisors about helpful and interesting facts.
Thursday, August 3 rd	Know Your Odds	Don't just guess the odds of each game-know the facts. The odds are the same, no matter how many times you try. Today GameSense Advisors will educate patrons about understanding the odds and specifically about how slot machines work.
Friday, August 4 th	Keep Gambling Fun	Chasing your losses almost always leads to bigger losses. Gambling should be entertaining and fun. Set a budget, know the odds, and take breaks to help keep it fun.

MGC's Director of Research and Responsible Gaming Mark Vander Linden said, "Massachusetts is fortunate to have collaborative partnerships focused on a shared goal of furthering responsible gaming advocacy and preventing unintended negative consequences of gambling. I'd like to commend the Mass Council of Compulsive Gambling and Plainridge Park Casino for their enthusiastic support of Responsible Gaming Education Week and for their commitment to the spirit of this week throughout the year."

"If you may be struggling with addiction, or know someone who is, now is the time to seek help," said Massachusetts Council on Compulsive Gambling Executive Director Marlene Warner. "We are here to help, and encourage people to call our 24-hour helpline at [800-426-1234](tel:800-426-1234) with any questions you may have. We also want to thank the Gaming Commission for their leadership, and to the many partner organizations who are committed to problem gambling prevention and to helping those struggling with addiction."

Background Information

As part of MGC's comprehensive efforts to address responsible gaming and problem gambling, MGC engaged a research team at UMass Amherst to oversee evaluate and perform a multi-year, comprehensive research project on the economic and social impacts of the introduction of casino gambling in Massachusetts, with particular emphasis on at-risk and problem gambling. In June 2015, MGC in conjunction with the UMass research team released a population survey of nearly 10,000 Massachusetts adult residents and found a past-year prevalence of problem gambling is 2%. The study also found that an additional 8.4% of the population is at-risk gamblers. These percentages indicate that an estimated 67,500 to 109,100 people are suffering right now with a gambling problem and additional 353,400 and 426,200 residents are considered at-risk gamblers.

MGC and partnering agencies, such as the Massachusetts Department of Public Health, will be able to use the information collected as part of the research agenda to make strategic, data-driven policy decisions based on a level of detail that has never previously been available in a gaming jurisdiction in the United States. As part of that continuous effort, MGC continues to work closely with its strategic partners to strengthen and increase problem gambling prevention and treatment options that are available.

The Expanded Gaming Act directs significant resources from gaming revenue to a Public Health Trust Fund specifically intended to fund programs to prevent and mitigate problem gambling. The statute provides for a \$15- to \$20-million fund. When fully endowed, this will be one-third of all the money spent on problem gambling in the entire country.



Massachusetts Gaming Commission

About GameSense

In Massachusetts, each gaming establishment is required by statute to provide on-site space (the GameSense Info Center) for player education. Massachusetts is the only jurisdiction in the country required by law to offer responsible gaming resources onsite. There, patrons can learn about myths associated with gambling, the odds of the games they are playing, take a break, and seek support from a GameSense Advisor. The GameSense program combines recommendations on responsible gaming techniques with interactive tools and exhibits meant to engage patrons at Massachusetts casino gaming facilities and online at GameSenseMA.com.

About MassGaming

The mission of the Massachusetts Gaming Commission is to create a fair, transparent, and participatory process for implementing the expanded gaming law passed by the Legislature and signed by the Governor in November, 2011. In creating that process, the Commission will strive to ensure that its decision-making and regulatory systems engender the confidence of the public and participants, and that they provide the greatest possible economic development benefits and revenues to the people of the Commonwealth, reduce to the maximum extent possible the potentially negative or unintended consequences of the new legislation, and allow an appropriate return on investment for gaming providers that assures the operation of casino-resorts of the highest quality. For more information on MGC, please visit MassGaming.com or connect and share on Twitter ([@MassGamingComm](https://twitter.com/MassGamingComm)) or Facebook www.facebook.com/MAGamingComm.



Massachusetts Gaming Commission