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## **“PlayMyWay” Launches at MGM Springfield**

*Voluntary, High Tech Budgeting Tool Available for Slots, Electronic Game Patrons*

SPRINGFIELD – The Massachusetts Gaming Commission (MGC) in partnership with MGM Springfield and GameSense Thursday launched “PlayMyWay,” a voluntary budgeting tool available on electronic games at MGM Springfield. PlayMyWay is designed to allow MGM Rewards card members the ability to monitor the amount of money they spend, and to support their decision to continue or stop play. PlayMyWay is an innovative budgeting tool currently available to patrons at Plainridge Park Casino, and now accessible at MGM Springfield.

PlayMyWay is an optional benefit for MGM Rewards members by which they will have an opportunity to personalize their play by setting a budget before they begin gambling.

“We are so excited to bring PlayMyWay to MGM Springfield,” said Chris Kelley, the MGM Springfield President & COO. “This has been years in the works and allows our guests to budget the amount of spend that they’re most comfortable with. It’s easy to sign up and can be found in every slot machine on the floor of the casino. It’s just one more positive step in our responsible gaming program and we couldn’t be more proud.”

PlayMyWay is intended to help players make decisions about gambling, allow them to monitor and understand their playing behavior in real time, and support their decisions. The PlayMyWay program is the latest tool added to MGC’s wide-ranging and unique responsible gaming framework known as [GameSense](#).

“Players should have all the necessary information and resources available to make well-informed decisions on when to gamble, when to stop and how much to spend,” said Mark Vander Linden, MGC’s Director of Research and Responsible Gaming. “PlayMyWay supports informed player choice by giving people the opportunity to set a budget before they begin, and then reinforcing that decision through the gambling session.”

Patrons at MGM Springfield can sign up for PlayMyWay by inserting their MGM Rewards card into any slot machine, electronic game, or at the PlayMyWay Kiosk at the GameSense Info Center located inside MGM Springfield. The program will prompt card holders to voluntarily choose a daily, weekly and/or monthly budget to track their spending at MGM. Once enrolled, patrons will receive automatic notifications as they approach and reach the budget they set. If a player continues to play, notifications will be received at 25% intervals. This program is voluntary, and a player can un-enroll or adjust the budget at any time.

“PlayMyWay is an innovative tool that can help patrons closely monitor what they spend when they are gambling,” said MGC Chair Cathy Judd-Stein. “Having close partners like the MGM and GameSense teams embrace this program is essential to the success of the initiative. I look forward to PlayMyWay being as successful at MGM as it has been at Plainridge Park.”

PlayMyWay was originally rolled out as a pilot program at Plainridge Park Casino in 2016. Now a fixture at PPC, PlayMyWay currently has over 24,000 patrons enrolled. PlayMyWay at MGM

Springfield is a custom-designed application developed by IGT. The integrated play management software utilizes a simple, easy to understand interface that includes graphics to aid players. PlayMyWay is scheduled to launch at Encore Boston Harbor in September 2022.

“I want to applaud MGM Springfield and the Mass Gaming Commission for recognizing and supporting Problem Gambling Awareness Month. It is important to acknowledge and help spread awareness and highlight the resources that are available for those who need it. This first-of-its-kind initiative is part of a comprehensive approach to responsible gaming strategies implemented by the Massachusetts Gaming Commission, with a particular focus on problem gambling prevention and customer protection practices. I want to commend MGM Springfield and Mass Gaming Commission for supporting this initiative. While we want everyone to have fun and enjoy what MGM Springfield and our city has to offer, but we also want you to know ‘when to say when’ too,” said Springfield Mayor Domenic J. Sarno.

“Additionally, the City of Springfield’s Department of Health and Human Services, under the leadership of Commissioner Helen Caulton-Harris, and in partnership with the state Department of Public Health, Office of Problem Gambling Services and the Springfield Problem Gambling Coalition have been helping to spread awareness and just as important making the resources available to those in need of help,” Mayor Sarno added. “The COVID-19 pandemic has created many challenges but my administration is committed to working together with our state and local partners, with an emphasis on public health, as we continue to move our city of Springfield forward for the betterment of all our residents and business community.”

Patrons who are interested in learning more about the program are encouraged to visit the GameSense Info Center inside MGM Springfield.

“It’s common for players to spend more than they intended as gambling activities can move fast, and the cost of each spin isn’t always clear,” said Marlene Warner, Executive Director for the Massachusetts Council on Gambling and Health. “PlayMyWay allows players to voluntarily pre-commit to a spending budget and then adds helpful transparency to their spending in real-time, empowering them to make informed and healthy choices.”