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Media Contact:
Thomas Mills (MGC) 617-979-8408
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Massachusetts Gaming Commission Launches PlayWell

PlayWell is the MGC's rebranded Player Health and Responsible Gaming Program

BOSTON – Building on its over a decade of leadership elevating player health and responsible gaming, the Massachusetts Gaming Commission today announced the launch of PlayWell. PlayWell will take the place of GameSense as the Commission's responsible gaming and player health program. Patrons will now see PlayWell branding at casinos, and on sports wagering platforms. Available at every Massachusetts casino, online, or over the phone, PlayWell will be a resource for all patrons to stay informed, aware, and in control of their gambling.

By law, the Massachusetts Gaming Commission must maintain a responsible gaming program, including access to such a program for patrons on site at each Massachusetts casino. PlayWell is wholly owned by the Massachusetts Gaming Commission and program administration will be managed by the Massachusetts Council on Gaming and Health.

"When gaming was legalized in the Commonwealth it was essential to build a world-class research, responsible gaming and player health program to ensure the industry's viability," **said MGC Chair Jordan Maynard**. "For over a decade, the Commission has worked with stakeholders, elected leaders, operators, and patrons to build a library of knowledge around gambling harms and player health, and launching this new program, which is developed, owned and operated by the MGC will allow the Commission to have a greater impact on Massachusetts residents in need of support."

The goal of PlayWell is to meet patrons where they are, so PlayWell is available in person, online, or over the phone. PlayWell Hubs at every casino are available if a player needs to take a break from gambling, learn about the games they may choose to participate in, or talk to an advisor about accessing supports.

"PlayWell is designed with the needs of Massachusetts gamblers in mind," said Mark Vander Linden, MGC Director of Research and Responsible Gaming. "Backed by research and evaluation, PlayWell advisors deliver timely and relevant tips, information and resources to patrons in the casino or online."



Massachusetts Gaming Commission

PlayWell will serve as a tool for patrons to help them keep gambling as entertainment. With resources such as 101 guides detailing the rules of games, an experienced advisor to talk with, or services such as the voluntary self-exclusion program, every casino and sports wagering patron can make use of PlayWell.

PlayWell Hubs will open at each casino property in Massachusetts today, Friday March 27. Members of the public can learn more about PlayWell by visiting playwell.org.

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