



## Get the Facts! Responsible Gambling Awareness Week October 19 – 25, 2009

The Alberta Gaming and Liquor Commission welcomes you to the third annual *Responsible Gambling Awareness Week* (RGAW)!

This annual event unites government and industry in a common message of responsibility and the importance of education in the facts of gambling. We're happy to provide you and your staff and/or members, as established supporters and promoters of this annual event, with this Fact Sheet to assist and enhance your participation in RGAW 2009.

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### *Partners in RGAW*

[Alberta Charitable Casino Operators \(ACCO\)](#)

[Alberta Gaming and Liquor Commission](#)

[Alberta Health Services](#)

[Alberta Hotel and Lodging Association \(AHLA\)](#)

[Bingo Alberta](#)

[Canadian Restaurant and Foodservices Association \(CRFA\)](#)

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### *What's Happening – RGAW 2009 Promotions and Events*

In addition to casinos, racing entertainment centres (RECs), Responsible Gambling Information Centres (RGICs), VLT retailers and bingo halls receiving promotional materials (see *Promoting RGAW*), RGAW is being promoted in the following ways:

- **Website** - Responsible Gambling in Alberta - [setalimitberta.ca](http://setalimitberta.ca)
- **RGIC Open Houses** – Hosted by the RGICs in 15 Alberta casinos and the Edmonton Northlands REC, the open houses will feature:
  - **Demonstrations** – Using marbles in jars and a scale with weights, the RGIC representatives demonstrate both the odds and randomness of gambling and how “balance” factors into gambling responsibly.
  - **Cost-of-Play Calculator** – This software calculator program helps RGIC representatives show gamblers the average cost of playing slots and table games.
  - **Responsible Gambling Video** – This nine-minute video illustrates how a slot machine works, explores randomness and odds, provides suggestions for gambling with care and dispels common gambling myths.
  - **Give-Aways/Prizes** – For visitors to the RGICs during RGAW, there will be numerous give-aways (lip balms, tote bags, fridge magnet shopping lists, wristbands) and daily draws for a chance to win a piggy bank.
- **Responsible Gambling Information Campaign** – Running in conjunction with RGAW, this multi-media campaign clarifies the myths and facts of gambling and will run from October 2009 to March 2010.
- **Responsible & Problem Gambling Stakeholder Meeting** – RGAW culminates in the 5<sup>th</sup> annual stakeholder meeting.
- **RGAW PowerPoint** – A nine-slide PowerPoint presentation about RGAW has been distributed to head offices of the RGAW partner organizations and to RGIC representatives.

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### ***Promoting RGAW***

The following materials are being distributed in mid-September to venues participating in RGAW 2009:

- **Posters** – to VLT retailers, casinos, RECs, RGICs and bingo halls
  - **Staff information posters** – to VLT retailers, casinos, RECs and bingo halls
  - **Table tent cards** – to VLT retailers and bingo halls
  - **Wristbands** – for wearing by staff of VLT venues, casinos, RECs, RGICs and bingo halls
  - **Lip balms** – for give-away at bingo halls
  - **Other give-aways** – as noted above, under RGIC Open Houses
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### ***Tips for Promoting RGAW in Your Venue***

The success of RGAW will largely depend upon the enthusiastic participation and support of participating venues. Management, staff and volunteers can help ensure the success of RGAW by:

- Prominently posting and displaying the RGAW posters and tent cards;
  - Ensuring staff are aware of the RGAW staff poster, with its information about RGAW and suggestions on how to talk about the event;
  - Wearing the RGAW wristbands and responding to inquiries about the event by referring patrons to the RGAW website ([setalimitalberta.ca](http://setalimitalberta.ca)); and
  - Visiting the [setalimitalberta.ca](http://setalimitalberta.ca) website to find out more about RGAW, the partners in the event and responsible gambling.
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### ***Gambling Myths & Facts***

#### **Losing streaks don't last forever. Keep playing and you'll win it back.**

The longer you play, the more you'll pay. Period.

#### **Machines go on 'hot' and 'cold' streaks.**

Machines are programmed to pay out randomly. There is no way to predict when, or how much.

#### **Gambling isn't a problem as long as you can afford it.**

Gambling, like anything, becomes a problem when it has a negative effect on you or your family.

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For more information about **Responsible Gambling Awareness Week**, call:

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