Alberta **Information** bulletin

October 22, 2007

Alberta launches first Responsible Gambling Awareness Week

Always! Set a limit. Stay within it. theme to educate Albertans October 22-28

Edmonton... Alberta's first Responsible Gambling Awareness Week, October 22-28, aims to educate Albertans on maintaining a healthy perspective on gambling and seek help if gambling is a problem. The theme of the week, *Always! Set a limit. Stay within it*, was launched at Century Casino in Edmonton.

"Encouraging responsible gambling - 'setting a limit and staying within it' - is the best defense against problem gambling," said Fred Lindsay, Solicitor General and Minister of Public Security. "Being responsible in the gambling industry is shared among individuals, the government and industry and this week is just one way to recognize and encourage this cooperative effort."

Providing Albertans with information about how to gamble responsibly and how to prevent problem gambling are common priorities of the Alberta Gaming and Liquor Commission (AGLC) and its partners in Responsible Gambling Awareness Week. Partners include the Alberta Alcohol and Drug Abuse Commission (AADAC) and the Alberta Charitable Casino Operators Association (ACCO).

Together, AADAC and the AGLC provide awareness and intervention training for gambling operators and retailers. Programs include *Deal Us In* for casino and Racing Entertainment Centre (REC) staff and the new *Reel Facts* online, interactive training program for VLT retailers and their staff. The Voluntary Self-Exclusion Program, for players who wish to be excluded from play at casinos and racing entertainment centres, is a good example of how all partners have worked together to deliver an effective problem gambling intervention tool.

"A healthy entertainment environment for adults supports this province's charitable gaming model," said Rod Proudfoot, ACCO President. "It is our goal, through staff training and awareness programs, to ensure we operate socially responsible casinos that emphasize fun - and fun within limits."

The week is being promoted in Alberta's casinos, racing entertainment centres, and Responsible Gambling Information Centres located in six casinos.

For more information on responsible and problem gambling, and the programs and services supported by the Week's partners, find a backgrounder and fact sheet at www.aglc.gov.ab.ca.

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