



Media Release

R U UP? Gives Students at Northumberland Regional High the Straight Deal on Gambling

October 28, 2010 – Westville – In response to the increasing popularity of poker and online gambling among youth, the Nova Scotia Gaming Corporation is bringing a live drama created for high school students to Oxford. *R U UP?* is produced by the Responsible Gambling Council (RGC) and will be performed at Northumberland Regional High School today.

Young adults are at twice the risk of developing a gambling problem. “Problem gambling is an issue people normally associate with older adults,” explains Laurie Bell, Director of Prevention Programs, RGC. “In reality, a young adult is more likely to have a problem with gambling than a 50-year-old. That’s why it’s so important to reach out to high school students now and let them know about the risks of gambling before they become of legal age to gamble.”

R U UP? explores the personal costs that face a first-year university student, and those around her, as she becomes more and more focused on her next bet. The dramatic performance is inspired by creative contributions by high school students and is followed by an interactive student debrief designed to reinforce the drama’s messages.

“This drama delivers important messages to an important audience,” says Marie Mullally, President and CEO, NSGC. “It is designed to prevent problem gambling, and the drama format reaches students in an effective way. They are entertained and engaged, an ideal way for this demographic to hear prevention messages and NSGC is proud to be a part of it.”

The *R U UP?* live drama gives students the straight deal on gambling and is the third drama created by RGC that NSGC has brought to Nova Scotia since 2005. All of the dramas created by RGC have been designed to encourage those under the age of 19 not to gamble, increase awareness of the signs of problem gambling, and provide information on where to get help.

RGC is an independent, non-profit organization committed to problem gambling prevention. RGC designs and delivers highly effective awareness programs. Through its Centre for the Advancement of Best Practices, RGC also promotes the identification and adoption of best practices in problem gambling prevention.

Nova Scotia Gaming Corporation is the Crown Corporation responsible for managing the business of gaming in Nova Scotia. For more information on NSGC and its Support4Communities Program visit www.nsgc.ca.

- 30 -

Media contact:
Robyn McIsaac
Nova Scotia Gaming Corporation
Tel: 902.424.4443; Cell 902.440.1551
rmcisaac@nsgc.ca