



Media Release

82% Gives Students at Duncan MacMillan High School the Straight Deal on Gambling

October 7, 2011 – Halifax – The increasing popularity of poker among students, in addition to the number of youth with access to illegal online gambling sites, makes the Responsible Gambling Council's (RGC) live drama *82%* a relevant and important program for youth. The live drama, created for secondary school students, is supported in Nova Scotia by the Nova Scotia Gaming Corporation (NSGC) during Responsible Gambling Awareness Week (RGAW). The play will be performed at Duncan MacMillan High School in Sheet Harbour, NS, today.

“Once teens reach the age of 19, the risk of developing a gambling problem almost doubles and young adults don't perceive gambling as risky behaviour,” says Barry Koen-Butt, Director of Awareness Programs and Communications, RGC. “RGC youth dramas have proven to be an effective tool to deliver awareness messages about the risks of gambling to this age group, before they are of legal age to gamble.”

82%, the sixth drama created by RGC, features young actors and age-relevant language and messaging to explore the personal consequences facing a young adult and those around him when his gambling gets out of control. 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 is the perfect medium to deliver gambling prevention messages to adolescents,” says Stephen MacDonald, Acting President & CEO, NSGC. “*82%* is written and performed in a way that effectively reaches the students. NSGC is proud to support this program.”

NSGC has brought RGC dramas to Nova Scotia schools since 2005. All of the dramas 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.

NSGC is the Crown corporation that manages the gaming industry in the province and is the host of the 10th Annual RGAW which runs from October 2–8. RGAW includes a full schedule of community events and education programs across Nova Scotia. For more information on NSGC's Responsible Gambling Awareness Week, visit www.nsgc.ca and click on the Responsible Gambling Conference icon.

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