



Media Release

R U UP? Gives Students at Halifax West the Straight Deal on Gambling

October 7, 2010 – Halifax – In response to the increasing popularity of poker and online gambling among youth, *R U UP?*, a live drama created for high school students will be supported in Nova Scotia by the Nova Scotia Gaming Corporation during Responsible Gambling Awareness Week (RGAW). The drama, produced by the Responsible Gambling Council (RGC), will be performed at Halifax West 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.

NSGC is the crown corporation that manages the gaming industry in the province and is the host of the ninth annual RGAW which runs from October 3 – 9. 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.

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