

## **MEDIA RELEASE**

### **Responsible Gambling Awareness Week focuses on balance**

**September 28, 2017 – Halifax** – The Nova Scotia Provincial Lotteries and Casino Corporation (NSPLCC) is reminding Nova Scotians to balance gambling activities with other things they enjoy as part of 16<sup>th</sup> annual Responsible Gambling Awareness Week, October 1-7, 2017.

“Responsible Gambling Awareness Week delivers an important message to those who choose to gamble, and even those who don’t,” says Bob MacKinnon, president and CEO at NSPLCC, the Crown corporation that manages gaming industry in Nova Scotia. “Our message is both entertaining and educational to keep responsible gambling top-of-mind, and ultimately remind people to keep fun in the game by balancing it with other activities you enjoy.”

This year’s campaign message is again referenced from the Responsible Gambling Council’s Informed Decision Making Report, and supported by gambling experts who were engaged in the development of the campaign. It builds on last year’s campaign and responsible gambling tips:

- Play for fun, not to make money
- Know when to fold
- Know your limit and play within it
- Take a break
- Play smart
- Life is about balance
- Keep it fun

“Nova Scotia has among the lowest problem gambling rates in the country and for those affected, it is a serious issue” says MacKinnon. “We have a role and a responsibility to prevent problem gambling, and part of our role is continuing to get the message about gambling responsibly out to the public.”

During the week-long awareness campaign, open house events will be held on September 30 and October 7 from 11:00 a.m. to 5:00 p.m. at the Halifax Casino, and from 2:00 p.m. to 8:00 p.m. at the Sydney Casino. Responsible gambling ambassadors will also deliver responsible gambling information at ticket and video lottery locations and give players an opportunity to complete an online responsible gambling quiz for a chance to win a prize.

For more information on Responsible Gambling Awareness Week or for responsible gambling tips, visit [www.yourbestbet.ca](http://www.yourbestbet.ca).

FOR BROADCAST USE:

Nova Scotians who choose to gamble are reminded to balance those activities with other things they enjoy as part of Responsible Gambling Awareness Week, October 1<sup>st</sup> to 7<sup>th</sup>.

This is the province's sixteenth annual, week-long education and awareness event to highlight the importance of responsible gambling and keeping the fun in the game. This year's campaign highlights the responsible gambling message of balancing gambling with other activities.

Nova Scotia Provincial Lotteries and Casino Corporation president and C-E-O Bob MacKinnon says the week is an important initiative to talk to Nova Scotians about responsible gambling.

For more information visit [w-w-w dot your best bet dot c-a](http://w-w-w.yourbestbet.ca).

-30-

**Media Contact:**

Monica MacLean  
Nova Scotia Provincial Lotteries and Casino Corporation  
Tel: 902-424-6853  
Cell: 902-401-5949  
[mmaclean@gamingns.ca](mailto:mmaclean@gamingns.ca)