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## Media Release

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### Seventh Annual Responsible Gambling Awareness Week Set to Launch

**October 2, 2008 – Halifax:** Complete with interactive community education displays, a new awareness program and a two-day international conference, the Nova Scotia Gaming Corporation is set to launch its seventh annual Responsible Gambling Awareness Week.

Events are aimed at increasing public awareness of responsible gambling and corporate social responsibility in Nova Scotia and will be held across the province Oct. 5 to 11.

"Responsible Gambling Awareness Week is about education, awareness and preventing problems before they start," Marie Mullally, president and CEO of the gaming corporation, said today. "Gaming is a form of entertainment and we want to ensure that if Nova Scotians play, they do so responsibly. That's why, the Nova Scotia Gaming Corporation believes in providing the information that players need to make informed decisions."

Responsible Gambling Awareness Week events are happening across the province, and will focus on six target communities: Cape Breton Regional Municipality, Halifax Regional Municipality, Municipality of Digby, Municipality of Lunenburg, New Glasgow and Truro. Events and education programs include:

-- An interactive community education display at shopping malls in each target community. Visitors will receive takeaway information and can take part in a responsible gambling quiz that will help increase knowledge of ways to gamble responsibly, if they choose to gamble.

-- A two-day Responsible Gambling Conference will be held Monday, Oct. 6 and Tuesday, Oct. 7 in Halifax. The conference will feature expert speakers and leading authorities on gambling issues, innovative presentation formats and discussions about preventing problem gambling and the latest trends and challenges in responsible gambling and corporate social responsibility.

-- The launch of a new, comprehensive, player-focused responsible gambling site on Oct. 6.

-- A talk by Ms. Mullally, at a Halifax Chamber of Commerce luncheon on Tuesday, Oct. 7 about the province's gaming industry.

For more information and a detailed list events, visit [www.responsiblegamblingns.ca](http://www.responsiblegamblingns.ca).

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#### FOR BROADCAST USE:

The Nova Scotia Gaming Corporation is set to launch its seventh annual Responsible Gambling Awareness Week, from October 5th to October 11th.

Marie Mullally, president and CEO of the gaming corporation says the week is about education, awareness and preventing problems before they start by giving Nova Scotia the tools and information they need to play responsibly.

A two-day Responsible Gambling Conference will be held on Monday (October 6th) and Tuesday (October 7th) in Halifax. The conference will feature top speakers and leading authorities on gambling issues.

Ms. Mullally will also speak at a Halifax Chamber of Commerce luncheon on Tuesday (October 7th) about the province's gaming industry and corporate social responsibility.

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