

MEDIA RELEASE

Annual campaign highlights responsible gambling

September 26, 2018 – Halifax – Nova Scotia Gaming Corporation promotes responsible gambling awareness all year-round. During its week-long Responsible Gambling Awareness campaign, Nova Scotians have a chance to know the game. They can test their knowledge on responsible gambling by participating in a quiz with a chance to win prizes at yourbestbet.ca.

“We take our role of ensuring we have a responsible gambling environment seriously and Responsible Gambling Awareness Week is one example of our commitment,” says Bob MacKinnon, president and CEO of Nova Scotia Gaming. “What we want all Nova Scotians to know is the more you understand the games, the more likely it is to be a positive experience.”

Nova Scotia Gaming is the Crown corporation responsible for conduct and manage of the regulated gaming industry. It was the first to launch Responsible Gambling Awareness Week in North America in 2001-02. The corporation continues to use the Responsible Gambling Council’s Informed Decision Making Report and consult with gambling experts to develop the campaign that highlights seven important 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

“We’ve been conducting this campaign for nearly 20 years, and we know the majority of Nova Scotians who choose to gamble do so responsibly,” says Mr. MacKinnon.

According to research, about 73 per cent of Nova Scotians report a high level of responsible gambling behaviour. The 17th annual Responsible Gambling Awareness campaign focuses on further improving gambling literacy in the province.

Throughout October, Nova Scotians can visit yourbestbet.ca to test their knowledge on responsible gambling tips. Open house events will also be held, and responsible gambling ambassadors will deliver information at ticket and video lottery locations. Players will have an opportunity to complete an online responsible gambling quiz for a chance to win prizes.

For tips on responsible gambling and more information on Responsible Gambling Awareness Week, including open house dates and times, visit yourbestbet.ca.

FOR BROADCAST USE:

Responsible Gambling Awareness Week runs from October 1-7, 2018.

This annual event hosted by Nova Scotia Gaming Corporation is helping Nova Scotians know the game.

President and CEO, Bob MacKinnon says the event is just one example of the Crown corporation's commitment to responsible gambling.

Throughout October, Nova Scotians can participate in a quiz to test their responsible gambling knowledge.

To take part, visit: your-best-bet-dot-c-a.

Participants will have a chance to win prizes while learning about responsible gambling.

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Nova Scotia Gaming Corporation (NSGC) is a Crown corporation responsible for managing the business of gaming in the province. We help make Nova Scotia a better place by returning 100% of the profits to government programs and good causes that are important to Nova Scotians.

Media Contact:

Monica MacLean
Nova Scotia Gaming Corporation
Tel: 902-424-6853
Cell: 902-401-5949
mmaclean@gamingns.ca