

September 30, 2020

NOVA SCOTIA GAMING CORPORATION--Nova Scotia's 19th Annual Responsible Gambling Week

Nova Scotia Gaming is reminding adults about the importance of gambling literacy. The Crown corporation responsible for the conduct and management of the regulated gaming industry is sharing this message through its 19th annual Responsible Gambling Awareness Week in Nova Scotia this week.

"The Responsible Gambling Awareness Week delivers important messages and highlights ongoing responsible gambling resources, programs and initiatives that are available through Nova Scotia Gaming all year round," said Bob MacKinnon, president and CEO at Nova Scotia Gaming, "We want Nova Scotians to know that the more they understand the games, the more likely they are to have a positive experience".

As part of the 2020 campaign, Nova Scotia Gaming is using a variety of characters with different personas to explore themes around gambling literacy. The corporation consulted with experts to develop the content and continues to use the Responsible Gambling Council's Informed Decision-Making Report to develop the annual campaign.

Recent research shows approximately 73 per cent of Nova Scotians aged 19 and over participate in gambling. The majority of those who play, do so without issue.

Nova Scotians can visit <https://yourbestbet.ca/> to test their knowledge of gambling literacy for the month of October.

Quick Facts:

- Responsible Gambling Awareness Week 2020 runs until Oct. 3
- while Nova Scotia's problem gambling rate is approximately one per cent, it is a serious issue for those affected. Nova Scotians who are dealing with this issue can get help from the Gambling Support Network: 1-888-347-8888 / <https://gamblingsupportnetwork.ca>

Additional Resources:

Visit <https://yourbestbet.ca/> for more information

The Nova Scotia Department of Health and Wellness Gambling Support Network: 1-888-347-8888 or <https://gamblingsupportnetwork.ca>

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