

Responsible Gaming Education Week Key Messages



Use these key messages to create materials and inform communications during Responsible Gaming Education Week (September 13-19, 2020).

The American Gaming Association and its members prioritize responsible gaming as an integral part of our industry's daily operations.

- Responsible Gaming Education Week (RGEW)—September 13-19, 2020—provides an opportunity to showcase our dedication to responsible gaming programs.
- RGEW also provides a specific opportunity to refresh employee training, promote transparency and gaming literacy to customers, and work with community partners on advancing responsible gaming initiatives.

Responsible gaming is our everyday commitment.

- We are committed to fostering responsible gaming—and addressing problem gambling head on—to ensure that patrons play responsibly and those who may need help have the resources they need.
- The gaming industry's efforts include the development and distribution of educational materials, extensive employee training, and funding research of effective treatment and prevention methods.
- Annually, the gaming industry invests hundreds of millions of dollars and works closely with the country's more than 4,000 regulators to protect consumers and promote responsible gaming.

Our commitment extends to the growing legal sports betting market.

- With the industry's expansion, our steadfast commitment to responsible gaming is focused on continuing to educate seasoned customers and new customers alike.
- The ***Have a Game Plan.™ Bet Responsibly.*** public service campaign educates bettors on the principles of responsible sports wagering: setting a budget, keep it social, knowing the odds, and play legally.

Empowered employees serve as the front line for responsible gaming.

- Through consistent training based on industry best practices, employees are empowered with the knowledge and tools to ensure that responsible gaming is top of mind for casino patrons.
- Educating and engaging the public about responsible gaming is on all of us—from the dedicated employees on gaming floors across the country to the highest levels of executive leadership—during Responsible Gaming Education Week and beyond.



Employee Paycheck Message

Responsible gaming is our everyday commitment. <Insert company name> proudly supports the American Gaming Association's Responsible Gaming Education Week from September 13-19, 2020. As you know, employees are the front line for responsible gaming. Take time this week to review our responsible gaming resources and consider how you can share your knowledge to help guests, colleagues, and the public understand the importance of gambling responsibly.