

Sample Newsletter

Adapt this sample newsletter text to remind employees of your organization's commitment to responsible gaming. The highlighted areas are meant to be personalized to your organization's responsible gaming practices.

RESPONSIBLE GAMING: OUR FOUNDATIONAL COMMITMENT

Encouraging responsible gaming is core to **[organization name's]** daily operations. During Responsible Gaming Education Month (RGEM) this September, we are joining with the American Gaming Association (AGA) and partners across our industry to raise awareness of our foundational commitment to responsibility and all our efforts to help guests play safely while enjoying the world-class entertainment we provide.

Throughout September, we are doubling down on promoting gaming literacy and consumer education, elevating employee training, and working with partners to advance understanding of responsible gaming and preventing problem gambling to foster an environment that protects our guests.

With legal, regulated gaming continuing to expand into new markets, our work to educate seasoned bettors and new guests alike on keeping gaming fun is even more important. The growth of legal sports betting and its incredible popularity have elevated the need for consumer education.

If you are a Have A Game Plan partner, use the following text:

That's why **[organization name]** is proud to partner with Have a Game Plan. Bet Responsibly.—the AGA's education campaign to help sports bettors play responsibly.

We are always encouraging players to:

- Set a budget and stick to it.
- Keep it social and play with friends, family, or others.
- Know the odds by learning about the game you're playing.
- Play legally with licensed, trusted operators.

[ORGANIZATION NAME'S] EMPLOYEES LIVE OUR COMMITMENT

You and the entire **[organization name]** team are the front lines of our work to support responsible gaming and make available the very best resources to help our guests play responsibly. That's one of the reasons why we invest **[XXX]** hours in responsible gaming training every year and why we support organizations dedicated to researching and preventing problem gambling, like **[name of partner organization]**.

We are proud to advance essential responsible gaming practices, including:

- We regularly train employees on responsible gaming and provide annual or periodic refresher training.
- We emphasize to our employees that casino gaming is an adults-only activity and require them to be vigilant in preventing individuals under the legal age from playing at our casinos.
- We provide information to guests about the importance of playing responsibly and how to recognize signs of a potential problem.
- We empower customers with self-limiting tools including time, budget and deposit limits to put them in control of their play.
- We monitor customer behavior for unusual or risky play and engage them with resources and tools including cool-off periods.
- We ensure that the placement and content of our advertising and marketing materials are to age-appropriate audiences and reflect generally accepted contemporary standards of good taste.
- We display toll-free helpline numbers for problem gambling in our ads, brochures and signs.
- We invest in responsible gaming and problem gambling services and research to advance our understanding of effective prevention and intervention.

Please take some time this RGEM to review our responsible gaming resources **[hyperlink]**. Thank you for everything you do to help **[organization name]** and our guests keep gaming safe, responsible, and above all, fun.