

Sample Op-Ed

Responsible Gaming Education Even More Important with Industry's Continued Growth

For 25 years, the casino gaming industry has elevated its commitment to ensuring customers enjoy a responsible entertainment experience through Responsible Gaming Education Week. Responsibility is at the core of our business and our support for customers. This September—as gaming continues to expand into new markets—the American Gaming Association (AGA) and its members are expanding this annual initiative into Responsible Gaming Education Month (RGEM).

[COMPANY NAME] is proud to join the AGA and the rest of our industry to increase awareness of responsible gaming. While we're bringing attention to important efforts like boosting responsible gaming education this month, [COMPANY NAME] lives out our commitment to responsible gaming 365 days a year. That includes working with a variety of partners, including [NAMES OF RELEVANT ORGANIZATIONS], investing heavily in regular employee training, and [EXAMPLE OF SPECIFIC ORGANIZATIONAL RG PROGRAMS/INVESTMENT].

As mobile betting and sports wagering grows, these investments in customer education take on new urgency. We are proud to be a partner of the AGA's *Have a Game Plan.® Bet Responsibly.™* campaign—which equips bettors with the tools and knowledge needed to keep sports betting safe, responsible and fun. Importantly, we join the entire industry in our commitment to responsible marketing and advertising of sports betting through the responsible marketing code, which gives consumers an opportunity to report questionable marketing practices.

We also work closely with law enforcement to help crack down on illegal gambling, which puts players at risk. Unlike legal casino operators, the illegal market offers no protections for consumers. Illegal operators make zero investments in responsible gaming and prey upon minors and those vulnerable to problem gambling. In stark contrast, legal gaming is one of the most robustly regulated industries in the country—with more than 4,000 regulators nationwide providing oversight, protecting consumers, and holding companies to rigorous responsible gaming requirements.

As mobile and online gaming enters new markets and continues its rapid growth, the industry is also implementing technologies and exploring innovations that promote responsible behavior. This takes many shapes, including new and updated initiatives in areas such as website blockers, self-exclusion and self-limiting tools for players, and new digital payment technologies that encourage responsible decisions.

[ORGANIZATION NAME's] employees are on the front line of all our responsible gaming efforts, helping consumers play responsibly. We invest in them through both time and money through employee training and other activities, including [EXAMPLE], empowering employees with skills to educate customers on responsible gaming and directing customers who need help to valuable resources.

All these efforts are critical, and notably, they're effective. Every day our team is helping players make responsible choices. Thanks to RGEM and other initiatives, the number of Americans who believe the industry is committed to responsibility has risen by nearly 40 percent since 2018. Moreover, two-thirds of Americans believe our industry behaves responsibly in the communities in which we operate.

Customers themselves understand the importance of responsible gaming, too: 78% of those who have gambled in the past year are aware of at least one responsible gaming resource the industry provides, and 77% can point to specific measures such as deposit limits, employee training, and limits on wagers as effective policies to promote responsibility.

We are proud of our leadership in responsible gaming but know we can always do more. And the truth is that all of us play a part in encouraging responsibility. This September, join us and help promote responsible gaming in [COMMUNITY NAME], to benefit all of us.