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NEWS RELEASE

Province-wide campaign teaches Manitobans to limit their gambling spending

Today, the Manitoba Gaming Control Commission (MGCC) launched a new public education campaign to encourage Manitobans to set spending limits when they gamble. The campaign teaches Manitobans that gambling costs money, like other hobbies or forms of entertainment, and that the best strategy is to gamble only with money that the player can afford to lose.

MGCC research from 2007 indicates that more than one third of Manitobans who gamble never consciously limit the amount of money or time they spend gambling. The research also shows that setting a spending limit or budget is the most successful strategy for Manitobans who do limit their gambling.

This is the MGCC's second province-wide public education campaign. Like the first campaign – which ran from 2005 to 2007 to correct common myths about gambling – this campaign targets all adult Manitobans and will appear in print, radio and transit media.

As noted by the MGCC's spokesperson, Andrea Kowal, this campaign is part of a growing Canadian trend to encourage people who gamble to do so knowledgeably and responsibly. Kowal notes, however, that, "most responsible gambling campaigns target problem gamblers. Our campaigns are designed to prevent gambling problems by educating everyone about useful strategies, like setting limits, to keep gambling at responsible and enjoyable levels. In the long term, we hope that successful prevention initiatives will decrease the need for treatment."

For more information about the campaign, please visit www.mgcc.mb.ca.

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