



Massachusetts Council on
Compulsive Gambling

FOR IMMEDIATE RELEASE

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**GOVERNOR PATRICK PROCLAIMS MARCH 6-12, 2011
PROBLEM GAMBLING AWARENESS WEEK**

BOSTON, MASSACHUSETTS – Governor Deval Patrick has joined the Massachusetts Council on Compulsive Gambling to proclaim March 6-12, 2011, “Problem Gambling Awareness Week.” The goal of the campaign is to raise awareness about the warning signs of problem gambling, as well as resources for help.

“Research finds that only 10 percent of people experiencing a problem with compulsive gambling will seek out services such as treatment and self-help recovery programs,” said Marlene Warner, Program Director of the Massachusetts Council on Compulsive Gambling. “We hope that our promotional efforts will encourage people who may have a problem to contact the Council for support and information about programs and services.”

In conjunction with Problem Gambling Awareness Week, the Massachusetts Council on Compulsive Gambling has scheduled its Helpline promotional plan and advertising efforts to launch on March 1st:

Radio Public Service Announcement (PSA) -- The Council has developed a new 30 second PSA entitled, “*Quiz*.” Recorded by an individual in recovery, the CD has been sent to 76 Massachusetts radio stations.

TV Public Service Announcement -- The Council has sent out an email offering a 15 second television PSA promoting NPGAW to Cable Access Stations throughout the state. The ad was graciously provided by the Potawatomi Bingo Casino in Milwaukee, WI. ***Thank you to the following stations for agreeing to air the spot: NBCTC, North Adams; EBCTV, East Bridgewater; Peabody Access Telecommunications; CatholicTV, Watertown; WCCA TV 13, Worcester; CBS 3, Springfield; M-Pact, Inc., Palmer; Foxboro Cable Access, Inc.; Easthampton Community Access Television, Inc.; and Medfield TV.***

Billboards -- Beginning March 1st, the Council will have two billboards in southeastern Massachusetts. The quarter ad New Bedford billboard will provide 285 exposures per day and the half ad Fall River billboard will provide 575 exposures per day. The Council's “*Life Preserver*” Helpline ad will be featured.

Facebook Advertising -- During the month of March, Massachusetts Facebook users will see an ad promoting the Council Helpline number and chat.

College Newspaper Advertising -- The Council's *"Time for Straight Talk"* college ad will be featured in select college publications throughout Massachusetts during the month of March. Most ads will run one time per week for three weeks.

Contest to Promote Awareness -- The Council issued a request (via email earlier in the month) asking Council friends and partners to help promote awareness of problem gambling during the week of March 6-12. All participants will be acknowledged in the Council's next newsletter, and the top two ideas/outcomes will be awarded \$500 gift cards. For consideration, organizations need to submit their photos and descriptions by March 15.

For more information, please visit our website at masscompulsivegambling.org to chat with us online or call our toll-free, confidential English-language Helpline 24/7 (1-800-426-1234). In addition, callers speaking Chinese 857-383-3557; Vietnamese 857-383-3567; Khmer 857-383-3577; and Spanish 857-383-3558 are encouraged to call the Council Helplines. They will be prompted to leave voice messages, which will be returned during regular office hours.

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