



**RESPONSIBLE GAMBLING COUNCIL**

## **The Responsible Gambling Council's New TV Ad Targets Young Adults**

TORONTO, Feb. 15 - This week, the Responsible Gambling Council (RGC) launches a new TV spot aimed at the group most likely to develop a gambling problem - young adults between the ages of 18 to 24.

The spot, which airs for six weeks on TV stations across Ontario, targets the friends of young people involved in risky gambling activities. It directs them to [friends4friends.ca](http://friends4friends.ca), an interactive website that provides information about the hazards of uncontrolled gambling and tips to recognize and help people with a gambling problem. To date, the site has received over 10,000 visits.

"Thousands of young people have visited the friends4friends site since its launch," said Jon Kelly, CEO, RGC. "And now, with the support of the Ministry of Health Promotion, we will be able to reach a wider audience through television. It is critical to provide young adults with support to make informed decisions. This spot will help us deliver the problem gambling prevention message in a way that makes people stop and think."

The rate of problem gambling among 18-24-year-olds is seven per cent - twice the general average. Approximately 30 per cent of young adults believe they know someone who may have a gambling problem.

"Friends are often able to identify a developing problem more quickly than the person with a gambling problem," said Jim Watson, Minister of Health Promotion. "The McGuinty Government is pleased to support the Responsible Gambling Council in their efforts to raise awareness of problem gambling."

(continued on page 2)

The 30-second spot, which can be viewed online at [www.friends4friends.ca](http://www.friends4friends.ca), was originally developed as a cinema ad for the friends4friends awareness campaign. All campaign material, including posters and transit ads, directs young people to the website and provides information about the Ontario Problem Gambling Helpline, available 24 hours a day, seven days a week.

The campaign was developed by the RGC with Fuel Advertising, supported by Ontario's Ministry of Health Promotion and Ministry of Health and Long-Term Care.

The Responsible Gambling Council is a non-profit organization that works with individuals and communities to address gambling in a healthy and responsible way. The council undertakes research and public awareness programs designed to prevent gambling-related problems. Further information about the RGC is available at [www.responsiblegambling.org](http://www.responsiblegambling.org)

-30-

**For further information: about the campaign contact:**

Susan Saundercook  
Communications Specialist  
Responsible Gambling Council  
(416) 499-9800 ext. 230