



NFL Advances Partnership with National Council on Problem Gambling to Transform Helpline System and Fund Innovative Programs across the Country

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SPOKESPERSON: *Available for comment*

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The National Football League (NFL) announced the launch of an extensive, integrated league-wide responsible betting public awareness program designed to educate fans who choose to engage in sports betting to do so responsibly. The key message encourages people to play responsibly by sticking to a game plan, including setting a budget to know their limits, using licensed, regulated operators, and asking for help if they need it. The core message of the campaign's creative is ***"Stick to Your Game Plan. Always Bet Responsibly."***

As part of this initiative, the NFL has made a multimillion-dollar, multi-year commitment to significantly expand its long-standing partnership with the National Council on Problem Gambling (NCPG). NCPG is the leading advocacy group committed to addressing problem gambling through public education programs and help services. The NFL's funding will enable the NCPG to launch a national grant program to fund enhanced services offered by local and statewide providers, as well as innovative prevention programs, including expansion of youth-facing curricula. The league's support will also transform the national problem gambling Helpline system and allow for the development of improved communications tools, including a new website, www.responsibleplay.org, that will provide the public with quick tips about betting safely and support resources for those in need.

Rose Blozinski, Executive Director of the Wisconsin Council on Problem Gambling (WCPG) says, "The WCPG is looking forward to seeing the partnership between the NFL and the NCPG grow. This type of partnership has been needed for a long time. Increasing resources and awareness will help increase services to people affected by gambling disorders. Problem gambling disorders can affect everyone—either yourself or someone you know. It's important to remember that even though most people can gamble for fun, some may become addicted. Learn the warning signs and bet responsibly."

If you or someone you know has a gambling problem, call the Wisconsin Council on Problem Gambling Helpline at 1-800-GAMBLE-5, Text at 1-850-888-HOPE or Live Chat through the WCPG website at www.wi-problemgamblers.org.

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The [Wisconsin Council on Problem Gambling](http://www.wisconsin-council.org) is funded by a public awareness grant from the State of Wisconsin and additional funding from donors, including Wisconsin Native American Tribes. The Council operates a 24-hour

Helpline at 1-800-GAMBLE-5 1-850-888-HOPE Textline, and Chat available on www.wi-problemgamblers.org, distributes informational brochures, organizes an annual statewide conference, makes presentations on problem gambling and conducts training sessions for treatment providers interested in the special requirements for working with compulsive gamblers and their families.