



RGC launches online gambling PSA in collaboration with thinktv

-PSA campaign set to educate public on the risks of online gambling-

October 3, 2022 (Toronto, ON) – The launch of Ontario’s new regulated online market, coupled with the legalization of single-event sports betting, has drastically increased gambling-related marketing and advertising. Born out of the need to balance this influx with responsible gambling messaging, the Responsible Gambling Council (RGC) is pleased to announce a collaborative partnership with marketing and research association, thinktv on a vital iGaming PSA. This important initiative is set to hit television and radio waves in the coming weeks.

The public education campaign is rooted in communicating that while online gambling and sports betting may be presented as a fun and exciting entertainment activity, it’s important to remember that all gambling comes with risk and people should understand and use strategies to keep their play safer. The campaign – developed with Zulu Alpha Kilo - taps into the look and feel Ontarians now associate with online gambling advertising. This approach was taken to grab the attention of new and recreational gamblers who may not be aware of the risks involved with online gambling. The campaign drives to the website [KnowTheRisks.ca](https://www.knowtherisks.ca) for more information about the risks and safer play strategies.

“With the rise of online gambling and sports betting advertising in Ontario – and across Canada – we recognized there was a need to help the public understand the sensationalized ads we’re seeing on TV don’t necessarily reflect reality, said Shelley White, CEO, RGC. “It is important for everyone to learn and understand the risks involved when gambling in the online space and how to minimize those risks when playing online. This campaign is more important than ever as new operators continue to enter the market. We are proud to be collaborating with thinktv and Canada’s broadcasters to deliver critical responsible gambling messages to the public so that people can make informed decisions if they gamble.”

Through thinktv’s extensive member networks, this PSA will run across Canadian broadcast networks in Ontario, with the potential to expand to the rest of Canada.

“We are delighted to work with RGC to support ongoing player protection initiatives with our member broadcast networks. There is an opportunity for us all to work together to ensure Ontarians receive a balanced message when it comes to online gambling and sports betting, said Alan Dark, Chairman, thinktv. “The broadcast community plays an important role in shaping the gambling advertising landscape, and we are proud to be leading the charge in a responsible way to meet the needs of the industry and the public.”

RGC looks forward to continuing its collaborative work with all stakeholders to develop programs that are evidence-informed and meet the evolving needs of players and the industry. Through these initiatives, RGC will contribute to a more sustainable industry in Ontario and be a driver for other jurisdictions to follow suit.

About RGC

The Responsible Gambling Council (RGC) is an independent non-profit organization dedicated to problem gambling prevention. We are committed to working with all stakeholders, including operators, regulators, players and families, to reduce the risks of gambling and provide information and resources to those who need support. To learn more, visit ResponsibleGambling.org.

About thinktv

thinktv is a marketing and research association dedicated to the advancement of commercial television. thinktv works with the marketing community to help advertisers get the best out of television in all its forms. thinktv is supported by its member companies who together represent more than 95% of commercial television advertising revenue in Canada. To learn more about thinktv, please visit thinktv.ca.