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RGC partners with MLSE to promote responsible gambling

Toronto, ON – November 14 – The Responsible Gambling Council is thrilled to announce its partnership with Maple Leaf Sports & Entertainment (MLSE). This collaboration is aimed at increasing visibility and awareness of gambling myths – especially in the realm of sports betting.

As single-event sports betting continues to rapidly grow in popularity following its legalization in Ontario, it is essential for fans to understand the associated risks and to engage in gambling with access to tools required to participate in informed play.

The collaborative campaign will feature prominent RGC responsible gambling messages at every home game at Scotiabank Arena and BMO Field and select away games. The campaign will extend throughout the season across all MLSE sports including hockey, basketball, soccer and football.

“RGC’s partnership with MLSE is a significant step forward in our united goals of promoting responsible gambling,” said Elaine McDougall, Vice President Marketing and Communications for RGC. “By leveraging MLSE’s platforms and brand, we can engage a larger audience and reach those who may be affected by gambling harms or who may know someone who is.”

MLSE’s commitment to promoting responsible gambling kicked off with a full RGC campaign during the Toronto Maple Leafs home opener, reaching over one million viewers. The campaign aims to remind fans that ‘yesterday’s score can’t predict this one’ and debunk the myth, that past occurrences influence future outcomes with an impactful message. Viewers were invited to visit gamblingisrandom.com for more information about the presence of randomness in sport, and tools sports bettors can use to support safer play.

“Through strategic and meaningful partnerships, MLSE continues to be committed to providing fans with safe and enjoyable sporting experiences,” said Jordan Vader, Senior Vice President, Global Partnerships, MLSE. “Alongside RGC, we look to ensure as many sports fans as possible are educated on and have access to important gambling resources for informed and responsible play.”

About RGC

The Responsible Gambling Council (RGC) is an independent non-profit organization dedicated to problem gambling prevention. RGC works to reduce gambling risks by creating and delivering innovative awareness and information programs, for a wide range of different groups including youth, young adults and the general public. If you or someone you know is struggling with gambling, there are resources to support you. Visit ResponsibleGambling.org to learn more.