

## **Responsible Online Gaming Association (ROGA) Launches National College Education Campaign**

*The program is a joint initiative to provide college-aged students with responsible gaming and financial literacy education.*

February 18, 2025 (MCLEAN, Va.) – The Responsible Online Gaming Association (ROGA) is excited to launch our Know Your Play campaign in partnership with [EPIC Global Solutions](#), [Kindbridge Behavioral Health](#), and the [Responsible Gambling Council](#) (RGC). This is a major initiative designed to provide college-aged students with detailed content focused on responsible gaming, mental health and well-being, and financial literacy.

“College students are learning to navigate newfound financial independence and equipping this age group with resources to make informed decisions that can build good financial habits will serve them throughout their lives, whether they engage in gaming or not,” said ROGA Executive Director Dr. Jennifer Shatley. “While previous programs have focused on student-athletes, our campaign intends to educate the broader student population about responsible gaming concepts that can help this age group set realistic expectations and see gaming as a form of entertainment, not as a way of making money.”

The campaign utilizes digital learning tools, resources and videos available to all college-aged students at [knowyourplay.org](https://knowyourplay.org), even if they are not enrolled in a university. These resources will educate students on key responsible gaming concepts, including randomness, impulsiveness, and limit setting, while addressing myths like the illusion of control in sports betting. It will also focus on the role stress and mental health play in overall student wellbeing and provide practical tips for management. Additionally, extended resources will be piloted with select universities.

“EPIC has vast expertise and experience in creating programs that resonate with college-aged audiences and are delighted to partner with ROGA on a campaign that will provide critical education to college students across the country,” said Teresa Fiore, SVP of Partnerships at EPIC Global Solutions. “By combining expert knowledge with personal stories, our program aims to foster a well-rounded understanding of financial literacy, decision-making, and risk-taking.”

The campaign will begin rolling out at college campuses over the next several weeks with in-person learning sessions and workshops in tandem with digital delivery tools for greater accessibility and reach, ensuring that the program effectively engages students across diverse campuses and demographics.

"College life presents unique pressures, from financial independence to academic performance, all of which can impact mental health," said Kindbridge Group CEO Daniel Umfleet. "By fostering decision-making skills that bridge these areas, we're helping students build resilience, manage stress, and develop healthy habits that will serve them well beyond their college years."

"College students face an increased risk of harm from gambling, making prevention education essential in protecting this important audience," said RGC CEO Sarah McCarthy. "RGC has a long

history of creating prevention programs for young adults, and we are proud to partner with ROGA on this crucial initiative. This campaign will equip students with the knowledge and skills needed to make informed decisions should they choose to gamble. By providing valuable information, digital tools, and resources, we are empowering young adults to approach gambling with a lower-risk mindset and reduce potential harm.”

Through this initiative, ROGA and its partners are committed to raising greater awareness of the available responsible gaming resources. By equipping students with practical tools and knowledge, this campaign intends to provide college-aged students who choose to engage in online gaming now or in the future with foundational knowledge of how to do so in a responsible way.

**About Responsible Online Gaming Association**

Launched in March 2024, the Responsible Online Gaming Association (ROGA) is comprised of eight of the nation's largest online gaming operators with a commitment to promoting evidence-based best practices for responsible gaming. More information about ROGA is available [here](#).

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