

# GambleAware

7 Henrietta St • London • WC2E 8PS

T: +44 (0)20 7287 1994

[info@gambleaware.org](mailto:info@gambleaware.org)

[about.gambleaware.org](http://about.gambleaware.org)

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## PRESS RELEASE

### **GambleAware and Crystal Palace FC join forces to tackle problem gambling**

**LONDON, 13<sup>th</sup> April:** Crystal Palace Football Club and GambleAware have today announced a new partnership to address concerns about gambling-related harm within football.

The football club and the charity have teamed up to produce advertisements and promotion materials to raise awareness of the risks of gambling. Messages, which will be visible to spectators on the ground and to viewers at home, will appear across the perimeter of the pitch and on screens throughout the stadium.

Aimed at both players and fans alike, the campaign will take place during the final three games of the season. The initiative is designed to raise awareness of the advice and support that is available at [BeGambleAware.org](http://BeGambleAware.org), and to encourage conversations about safe and responsible gambling activity.

As one of the nine Premier League clubs that are currently sponsored by gambling companies, Crystal Palace is the first club to take part in an initiative like this. GambleAware hopes other clubs will be encouraged to do the same and recognise their responsibilities in helping to raise awareness of the risks of gambling.

**Marc Etches, Chief Executive of GambleAware, said:**

“This is an important first step towards a deeper and broader action plan to address the ever-closer relationship between gambling and football. As the first professional football club to make this commitment, Crystal Palace is setting a great example to other clubs, and not only those with gambling sponsors because all benefit from the income that flows from television deals funded by the ever-growing amount of gambling advertising around live sport.”

**Steve Parish, Chairman of Crystal Palace FC said:**

“As a Premier League club, we recognise our responsibility of helping promote safe and responsible gambling. I’m pleased that Crystal Palace are the first club to form a

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Responsible Gambling Trust operating as GambleAware © • Registered in England No 4384279 • Charity No 1093910

**Chair:** Kate Lampard CBE

**Trustees** • Henry Birch • Saffron Cordery • Annette Dale-Perera • Professor Siân Griffiths • Michelle Highman • Alan Jamieson • Professor Anthony Kessel • Chris Pond • Brigid Simmonds • Professor Patrick Sturges

**Chief Executive:** Marc Etches

partnership with GambleAware, and I hope we can play a part in raising awareness about their service, and help those individuals who need support.”

**Jon Collins, Director of ManBetX said:**

“ManBetX are committed to helping people gamble responsibly and welcome the club’s involvement with GambleAware. As the official shirt sponsor of Crystal Palace FC, we have an added degree of responsibility to support those who offer help and free advice to ensure people gamble responsibly, both within football and the wider community.”

**-ENDS-**

#### **Contact:**

For media enquiries please contact the GambleAware press office on: 07523 609413 or email [gambleaware@atlas-partners.co.uk](mailto:gambleaware@atlas-partners.co.uk).

#### **About GambleAware:**

- The BeGambleAware.org website will be seen on Camera and Crown Facing LED boards, Stadium TV, Statzone TV, as a Big Screen Advert as well as being featured on the [CPFC.co.uk](http://www.cpfc.co.uk) Homepage and Partners Page (<https://www.cpfc.co.uk/club/club-partners/local-partners/>)
- The partnership will be launched at the match against Brighton and Hove Albion on Sat Apr 14 2018, and the advertising will continue at the Leicester City game on Sat Apr 28 2018 and the final match of the season against West Bromwich Albion on Sun May 13 2018
- GambleAware’s creative agency, 18 Feet & Rising, have designed a new range of advertising to present the BeGambleAware.org logo in a compelling manner which will attract the attention of fans
- Please find example graphics which you are welcome to embed below:
  - COINFLIP MOV 1920 1080: <https://www.youtube.com/watch?v=tTvTsOSvx08>
  - COINFLIP MOV 1920 135 – stadium LED banner: <https://youtu.be/OZED3hBnEgk>
  - COINFLIP MOV 1280x720: <https://youtu.be/94O0q3zmOj0>
  - COINFLIP MOV 490x810: <https://www.youtube.com/watch?v=4Lz7v5tGq9k>
  - GIF: <https://gph.is/2IQj7r2>
  - GIF Link: <https://media.giphy.com/media/5BYvjlpDiEgHwxIxxU/giphy.gif>
  - Embed code: <div style="width:100%;height:0;padding-bottom:56%;position:relative;"><iframe src="<https://giphy.com/embed/5BYvjlpDiEgHwxIxxU>" width="100%" height="100%" style="position:absolute" frameBorder="0" class="giphy-

**IT’S NEVER TOO SOON TO BeGambleAware<sup>®</sup>**

embed" allowFullScreen></iframe></div><p><a href="https://giphy.com/gifs/crystal-palace-football-club-begambleawareorg-begambleaware-5BYvjlpDiEgHwxlxxU">via GIPHY</a></p>

- Guided by the [National Responsible Gambling Strategy](#), GambleAware is an independent charity tasked to fund research, education and treatment services to help minimise gambling-related harm in Great Britain.
- GambleAware is a commissioning and grant-making body, not a provider of services. The charity's strategic aim is to broaden public understanding of gambling-related harm as a public health issue and to help those that do develop problems get the support and help that they need quickly and effectively. For more information, please go to: <http://about.gambleaware.org/>
- GambleAware's programme of treatment, education, harm prevention and research is guided by the National Responsible Gambling Strategy, which is defined by the independent Responsible Gambling Strategy Board (RGSB) and endorsed by the Gambling Commission. The RGSB, the Gambling Commission and GambleAware work together under the terms of an agreement in place since 2012: <http://about.gambleaware.org/media/1216/statementofintent.pdf>. Research is conducted under the terms of a 'Research Commissioning and Governance Procedure' agreed in 2016 by the RGSB, the Gambling Commission and GambleAware: <http://about.gambleaware.org/media/1270/research-commissioning-and-governance-procedure-may-2016-final.pdf>.
- GambleAware requires a minimum of £10 million annually to deliver its current responsibilities, and looks to all those that profit from commercial gambling to support the charity. This donation-based system was proposed under the Gambling Act 2005 and is prescribed by the Gambling Commission in its Licence Conditions and Codes of Practice. The RGSB endorsed GambleAware's £10m funding goal in January 2017: <http://www.rgsb.org.uk/press-releases/responsible-gambling-strategy-board-publishes-assessment-of-the-quantum-of-funding-required-to-deliver-the-national-responsible-gambling-strategy.html>
- GambleAware funds the *Gordon Moody Association*, the *NHS National Problem Gambling Clinic*, *GamCare* and a network of charities across Great Britain to provide a full range of free treatment for problem gamblers and support for those affected by them. GambleAware also runs the website **BeGambleAware.org** which helps 2.7 million visitors a year, and supports the **National Gambling Helpline – 0808 8020 133**.

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