



Responsibility In Gambling Trust

PRESS RELEASE

Ref:	0003
Embargoed until:	22 September 2009
Available for interview:	Geoffrey Godbold OBE, Director, RIGT Andrew Tottenham, Chairman, RIGT and Managing Director Development Europe, Harrah's Entertainment Inc

CHANGE OF NAME AND FOCUS FOR PROBLEM GAMBLING FUNDRAISER

The Responsibility in Gambling Trust (RIGT) announced today that, as from 22 September 2009, it will change its name to The GREaT (Gambling Research, Education and Treatment) Foundation. The charity will be responsible for raising funds from the gambling industry to:

1. Provide research into the degree and causes of problem gambling
2. Fund programmes of education to promote responsible gambling
3. Pay for the treatment of problem gamblers

Commenting on the change of name, the Director, Geoffrey Godbold OBE, said:

“We are going to address the challenge of raising at least £5million a year with a new fresh face to the organisation.

The GREaT Foundation will go outside the gambling industry to those companies who make money from gambling such as the banks, the media, professional advisers etc to ask for donations. We feel justified in pointing out to these stakeholders that they are benefiting from the gambling world in the same way that the operators are and therefore it is appropriate that they make a contribution to the Foundation”.

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Chairman of the Board of Trustees, Andrew Tottenham, gave this view:

“It is significant that the gambling industry has, over the last ten years, funded the treatment of problem gamblers, research and education programmes entirely voluntarily and is committed to continue so to do. It is very encouraging to see that, in spite of the economic downturn for almost every sector of the gambling industry, the donations are coming in – but more are needed. We will, under our new name, now be seriously focusing on those who are shirking their social responsibility either by not supporting us at all or by making a donation which is far less than it should be, given the levels of revenue that they generate. We are prepared to ‘name and shame’ by direct and indirect means and we expect to work far more closely with the Gambling Commission to ensure that operators are fulfilling the Licence Conditions and Codes of Practice (LCCP) regulation on demonstration of social responsibility”.

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NOTES TO EDITORS

For further information or to request an interview with Andrew Tottenham, RIGT’s Chairman, or Geoffrey Godbold OBE, RIGT’s Director, please contact Karen Churches on 020 7518 0023 or by email churchesk@thegreatfoundation.org.uk.

1. RIGT was established in 2002 and has raised funds as well as commissioning the service providers of research, education and treatment. However, following a review conducted by the Gambling Commission during 2008, it was realised that the amount of future funds that would be needed required an organisation dedicated exclusively to fundraising. RIGT has therefore continued with this function, while that of commissioning has been allocated to a new charity, the Responsible Gambling Fund.
2. A marketing aspect of the name, The GREaT Foundation, means that donors will be classified as GREaT, GREaTer, or GREaTest Donors. These will be awarded on a “widow’s mite” basis ie they will not depend on the actual amount donated but on the generosity of the donations against the size of the donors’ operation.
3. The Government has agreed that funds can continue to be raised voluntarily. However, if the Industry fails to reach the level of funding expected, there is still the option for the Government to impose a levy to raise the necessary funds. Those operators, who have really studied the implications, have firmly decided this would be a far less preferable solution; the burden falling disproportionately on those that already meet and exceed their obligations.