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NY Responsible Play Partnership, Empire City Casino by MGM Resorts Promote Responsible Gaming

The New York State Gaming Commission, New York State Office of Addiction Services and Supports (OASAS) and New York Council on Problem Gambling, which together comprise New York's Responsible Play Partnership (RPP), today joined with executive management at Empire City Casino by MGM Resorts in Yonkers to recognize National Problem Gambling Awareness Month and work together to address problem gambling.

Gaming Commission Executive Director Robert Williams debuted signage featuring the industry's first-ever Quick Response (QR) Code to connect problem gamblers with trained problem gambling clinicians where they live, in real time.

Executive Director Williams said, "As the gaming arena continues to expand across New York State, the Commission and our partners are committed to making gaming safe and responsible for all. We are united in working together to make sure that individuals who need help have access to the necessary tools and resources in a timely manner."

Once scanned, the QR Code automatically links users to the Council on Problem Gambling's website (www.nyproblemgamblinghelp.org), which provides access to a network of Regional Problem Gambling Resource Centers supported by OASAS. The QR Code is available on advertising and promotional materials issued by the Gaming Commission and its licensees. Applications include New York Lottery scratch-off tickets, promotional screens at nearly 15,000 Lottery retail outlets statewide, mobile sports wagering promotional mailings, complementary messaging on all 18+ age verification signage posted at horse racing tracks, and digital signage found on the gaming floor at video lottery gaming facilities and commercial casinos.

OASAS Commissioner Chinazo Cunningham said, "When an individual makes the decision to get help for gambling problems, it is essential that a treatment connection is made quickly. The QR code is an innovative approach to connecting individuals to specially trained outpatient and inpatient treatment programs and private practitioners, throughout the state. OASAS is pleased to be a member of the Responsible Play Partnership, as we work to ensure that all New Yorkers who gamble do it responsibly, and know where to get help if they need it."

Since launched in January, the QR code has logged more than 2,500 total scans and more than 600 unique scans.

The RPP will continue to explore ways to harness technology to bring immediate and lasting help to those who need it.

Council Executive Director Jim Maney said, "In the 10th year of the RPP's unprecedented collaboration, it is fitting that we focus on raising awareness of safety measures to protect New Yorker to celebrate the advancements we've made in connecting those in need to care. We look forward to next steps in the evolution of problem gambling prevention in NYS."

The Council maintains a network of regional Problem Gambling Resource Centers, including the Mid-Hudson PGRC (Mid-HudsonPGRC@NYProblemGambling.org), to provide services that raise awareness of the risks of problem gambling and advocate for those in need.

Mid-Hudson PGRC Program Manager, Amanda Quintana said, "We at the PGRC are grateful for the opportunity to continue raising awareness of problem gambling. The more we have this conversation and work to reduce the stigma associated with the disease, the better we as a collective can serve and support our communities. For those impacted by problem gambling, we want them to know help and hope are available. Over the past few years, treatment has become much more accessible. We have treatment options close to home, available in over 10 languages throughout the state, available via tele-medicine, as well as offering varying levels of care. The PGRC is here to help anyone impacted by problem gambling with care and concern at every step of the way. Our main priority is getting you the help needed to be your best self."

Empire City Casino by MGM Resorts is a licensed GameSense operator committed to educating players on the latest responsible gaming techniques and connecting at-risk players with local resources for help.

"Our ultimate goal is to provide guests with an entertaining and safe environment that includes GameSense, the gaming industry's most comprehensive responsible gaming initiative," said Empire City Casino General Manager Ed Domingo. "GameSense has earned multiple awards from the National Council on Problem Gambling as an industry-leading program designed to help guests make informed decisions while playing. The program comes alive through personal interactions between guests and trained staff – known as GameSense Advisors, tools such as interactive GameSense touchscreens and educational materials that can be found at the MGM Rewards Desk."

About the Responsible Play Partnership

Founded in 2013 by the New York State Gaming Commission, the New York State Office of Addiction Services and Supports (OASAS) and the New York Council on Problem Gambling, the Responsible Play Partnership addresses the issue of problem gambling in New York State. This includes ensuring that gaming venues comply with all rules and regulations and undertake proper outreach measures, reevaluating self-exclusion policies across the state to ensure consistency, and considering the best ways to advance New York's long-term commitment to prevent and treat disordered gambling.

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