



## **NCPG and All-in Diversity Project Join Forces to Change the Face of Gaming Globally**

**FOR IMMEDIATE RELEASE**

May 15, 2018

**CONTACT:** Cait Huble

[CaitH@ncpgambling.org](mailto:CaitH@ncpgambling.org)

202-360-4560

**Washington, DC** - The All-In Diversity Project is proud to announce its latest Strategic Partnership with The National Council of Problem Gambling (NCPG) in the United States.

The topic of Diversity & Inclusion is one that is front and center today, both in this and other industries as well as garnering media attention. Several studies have shown that a diverse workforce can be a key factor in improving a business's bottom line and overall product delivery.

“We believe that a partnership with NCPG will prove that when we can change the internal makeup of our businesses and bring new perspectives to how we do business, our customers will inherently benefit. New talent who bring with them varying backgrounds, experience and perspectives will only positively add to how we protect our customers. This partnership personifies how businesses should be approaching social responsibility, and we are proud to have NCPG on board,” says Kelly Kehn, Co-Founder of All-in Diversity Project.

This is re-iterated by fellow Co-Founder Christina Thakor-Rankin who adds, “The partnership with the National Council of Problem Gambling allows the All-in Diversity Project to not only extend the discussion around diversity, equality and inclusion to harm minimization and the importance of the socio-economic and cultural profile of support organizations vis a viz the profile of the players they hope to help, but also reach out to the world of gaming and start to explore the issues of diversity, inclusion and risk as they relate to the next generation of players.

The All-in Diversity Project is the industry’s global resource for data pertaining to diversity, equality and inclusion and is creating the tools for change.

“This partnership is very exciting for both organizations.” commented Marlene Warner, President of the NCPG Board of Directors. “Together, NCPG and the All-in Diversity Project can respond to the clarion call in the gaming industry for more diversity so that we may better serve our members, inform the industry, and work to protect problem gamblers and their families.”

Keith Whyte, Executive Director at National Council on Problem Gambling said, “NCPG is proud to support All-in Diversity Project as we believe NGO’s have an important role to play in leading by example and by encouraging our members in the gaming industry to support diversity and inclusion. We are proud to be a part of the solution to the social problems we face today.”

As part of the Strategic Partnership, All-in Diversity Project and NCPG will be working closely together to set the standard for how businesses can make Diversity & Inclusion and Responsible Gambling an integrated effort to improve how we as an industry progress in the future.

#### **About AIDP**

The All-in Diversity Project is the industry’s global resource for data pertaining to diversity and inclusion. We collect data through employee surveys and the [All-Index](#) — a standard index which is set to be the definitive benchmarking tool for the gambling industry to measure progress towards inclusion in the workplace. Our vision is to shift the paradigm for inclusion through transparency, measurability and actionable tactics. All-in Diversity Project has launched its website and social media campaign and is now registering participants for the [All-Index survey](#). More information can be found at [allindiversityproject.com](http://allindiversityproject.com) or by emailing [info@allindiversityproject.com](mailto:info@allindiversityproject.com).

#### **About National Council of Problem Gambling**

NCPG is the US national advocate for problem gamblers and their families. NCPG is neutral on legalized gambling and works with all stakeholders to promote responsible gaming. If you or someone you know has a gambling problem in the United States, call or text the National Problem Gambling Helpline Network at 1-800-522-4700 or visit [www.ncpgambling.org/chat](http://www.ncpgambling.org/chat) for confidential help.