



INSERT YOUR LOGO HERE

FOR IMMEDIATE RELEASE

Contact:

Local Point of Contact

Local POC Phone Number

Local POC Email Address

## March is Problem Gambling Awareness Month

**CITY OF RELEASE (Date of Release)** - As March Madness reaches a crescendo this month with an estimated \$10 billion in bets placed on the NCAA basketball championship games each year, calls to the National Problem Gambling Helpline (1-800-522-4700) (or quote your local helpline) spike an average of 30% during the month.

For the nineteenth year, (Organization name), in collaboration with the National Council on Problem Gambling, dedicates the month of March to helping people. The campaign theme “Awareness + Action” is all about taking specific action and having conversations about problem gambling issues and directing people to the help they may need. Approximately 2 million U.S. adults (1% of the population) are estimated to meet criteria for gambling disorder. Another 4-6 million (2-3%) are considered to meet criteria for problem gambling. And yet for many residents of the US, gambling remains a hidden addiction.

Using the tagline #AwarenessPlusAction, Problem Gambling Awareness Month (#PGAM2021) is designed to help raise awareness of the prevention, treatment and recovery services available for those adversely affected by gambling. This grassroots campaign brings together a wide range of stakeholders, including public health organizations, treatment providers, advocacy groups and gambling operators - (list state specific stakeholders). They work collaboratively to let people know that hope and help exist.

“Across (state), groups hold conferences, host screening and training days, run media campaigns, and conduct awareness initiatives to reach people who can make a difference in ensuring that problem gambling services are widely available and accessible,” said (local quote).

(Local quote about participation / activities / expectations for your campaign)

If you or someone you know has a gambling problem, call or text the National Problem Gambling Helpline Network at 1-800-522-4700 or visit [www.ncpg.org/chat](http://www.ncpg.org/chat) for confidential help (or include local helpline).

For more information about problem gambling and how to increase awareness and action on problem gambling, go to [www.ncpgambling.org/pgam](http://www.ncpgambling.org/pgam) (add local site information here).

**About (Organization Name)**

Add organizational boilerplate

**About the National Council on Problem Gambling**

NCPG is the national advocate for people and families affected by problem gambling. NCPG is neutral on legalized gambling and works with all stakeholders to promote responsible gambling. For information on NCPG's 35th National Conference on Gambling Addiction & Responsible Gambling, visit [www.ncpgambling.org/conference](http://www.ncpgambling.org/conference).

###