



NEWS RELEASE

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What's YOUR gambling limit?

New campaign encourages Manitobans to set limits before they gamble

Today, the Liquor and Gaming Authority of Manitoba (LGA) launched a province-wide campaign to encourage Manitobans to set limits before participating in any type of gambling activity. Research shows that people who always set limits have a lower risk of experiencing gambling harm, such as overspending and negative impacts to family and well-being.

The LGA's new campaign is targeted at Manitobans 45 years and older, since they are the age group least likely to set limits on their gambling activities. The bilingual campaign features the tagline, *"I had a talk with myself, I know my gambling limit"* and offers tips for setting spending and time limits. The campaign will run for six weeks and includes radio, online and social media, transit and public space advertising.

"We want to provide information to help Manitobans make informed choices," said Rick Josephson, CEO of the LGA. "We are encouraging those who are going to gamble, for example, at a casino, VLT lounge or bingo hall, to decide in advance how much money they want to spend and stop when they reach that limit."

For more information, please visit KnowMyLimits.ca.

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