

# Press Release



FOR IMMEDIATE RELEASE

## **Marina Bay Sands furthers its responsible gambling efforts**

*Over 260 Marina Bay Sands casino staff certified to be Responsible Gambling Ambassadors*

**Singapore** (12 August, 2014) – Marina Bay Sands has rolled out the second round of its *Responsible Gambling Ambassador* programme as part of the integrated resort's commitment to responsible gambling. Over 260 members of its casino staff were certified as *Responsible Gambling Ambassadors (RGA)* after undergoing training led by Dr Bo Bernhard, Executive Director of University of Nevada Las Vegas' (UNLV) International Gaming Institute.

This brings the number of RGAs at Marina Bay Sands to over 370, since the launch of the inaugural training programme in early 2013.

Participants at this year's *Responsible Gambling Ambassadors* training, conducted over 4-6 August, were selected from departments such as Table Games, Slots, International Marketing, Casino Marketing, Security and Casino Finance. The increase in the number of ambassadors aims to ensure adequate staffing of RGAs in Marina Bay Sands at all times.

"Advocating responsible gambling is an ongoing commitment at Marina Bay Sands. We are pleased to expand our programme by training and certifying more team members as Responsible Gambling Ambassadors. This training equips our team members with a deeper level of knowledge in responsible gambling, and further enhances our existing efforts on this front," said Mr George Tanasijevich, President and CEO of Marina Bay Sands.

Apart from the *Responsible Gambling Ambassador* programme, Marina Bay Sands also trains all its Team Members on Responsible Gambling, with annual refresher courses.

UNLV's Dr Bo Bernhard said, "Since Marina Bay Sands first introduced the RGA programme last year, we have gained more experience in understanding and tailoring the best approach that works best in Singapore's context. The curriculum has also been updated to reflect the evolution of scientific research, thus allowing these ambassadors to better comprehend problem gambling."

This year's training session also saw the participation of local community partners such as the National Addictions Management Service (NAMS), National Council on Problem Gambling (NCPG) and the Ang Mo Kio Family Service Centre. Participants were provided with local perspectives on responsible gambling and gambling-related issues. The

importance of having a comprehensive and concerted community approach towards advocating responsible gambling was also emphasised.

As part of the curriculum, participants underwent training on the techniques and protocols of communicating with patrons when required. The participants were then split into groups where they were required to apply what they have learnt in various scenario-based role play exercises.

The newly-minted *Responsible Gambling Ambassadors* are now equipped with the knowledge and skills required to provide assistance to patrons when required. Where appropriate, they are also encouraged to share information on social safeguard measures, as well as local resources on counselling services and treatment.

The pioneer batch of *Responsible Gambling Ambassadors* – certified in early 2013 – is scheduled to undergo an online refresher training course. The refresher training aims to provide the latest science and best practices pertaining to responsible gambling, as well as reinforce previously acquired knowledge and skills.

### **About the Responsible Gambling Ambassador Programme**

The Responsible Gambling Ambassador programme at Marina Bay Sands was designed with input from an international team of experts, including the directors of the Las Vegas Problem Gambling Center (the city's oldest and most prestigious treatment facility) and the Nevada Council on Problem Gambling (the state's charitable organisation advocating for problem gamblers and their families). In addition, consultation was provided by a leading professional with the Centre for Addiction and Mental Health (CAMH) in Canada.

The programme was developed by UNLV's Dr. Bo Bernhard, a globally-recognised expert in the field of responsible gambling, in collaboration with problem gambling service organisations in the United States, Canada and Singapore. In his role at UNLV, Dr. Bernhard oversees an organisation that has conducted educational programmes on problem gambling and responsible gambling since 1994 and has done so on six continents.

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### **About Marina Bay Sands Pte Ltd**

Marina Bay Sands is the leading business, leisure and entertainment destination in Asia. It features large and flexible convention and exhibition facilities, 2,560 hotel rooms and suites, the rooftop Sands SkyPark, the best shopping mall in Asia, world-class celebrity chef restaurants and an outdoor event plaza. Its two theatres showcase a range of leading entertainment performances including world-renowned Broadway shows. Completing the line-up of attractions is ArtScience Museum at Marina Bay Sands, which plays host to permanent and marquee exhibitions. For more information, please visit [www.marinabaysands.com](http://www.marinabaysands.com)

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