

FOR IMMEDIATE RELEASE

Problem Gambling Awareness rises to the Next Level for NPGAW 2010

(Washington, DC) March 15, 2010 -- March 7-13, 2010, marked the 8th annual National Problem Gambling Awareness Week (NPGAW). The week is created as a grassroots public awareness and outreach campaign. Each of the 35 NCPG Affiliate Councils, communities, and countless others, created their own meaningful campaigns to educate the general public and healthcare professionals about the warning signs of problem gambling, and raise awareness about the help that is available both locally and nationally.

This year, there was more excitement brewing than ever, as the week quickly arrived. As part of The National Council on Problem Gambling's (NCPG) national print campaign, the Evergreen Council on Problem Gambling highlighted the tale of two fathers, Bill Swanson and Robert McGuigan, who partnered with the council to tell the story of the tragic loss of their sons to excessive gambling that went terribly wrong. More on the story can be found at www.ncpgambling.org/NPGAWFathersRelease.

NCPG has officially launched its first informational blog. With new articles and information about this year's theme, "Sports Gambling, the Invisible Addiction", being posted daily throughout the week, readers were informed and compelled. The blog will extend past NPGAW with weekly posts, updating the public on current issues related to Problem Gambling. A Facebook page has also been created for NPGAW 2010. People can become "fans" of National Problem Gambling Awareness Week to see the latest news and exciting updates on Problem Gambling issues all year-round.

The NPGAW site (www.npgaw.org) continues to provide valuable information, organized by user category, for treatment providers, medical professionals, and the general public.

Recently in the public eye for his sports gambling addiction, former NBA referee Tim Donaghy lent his support to NPGAW and discussed what his addiction to gambling cost him and his road to recovery.

The NCPG is the national advocate for programs and services to assist problem gamblers and their families. Approximately 2%-3% of the US population has a gambling problem—that's 6 million to 9 million Americans who may not know that their disorder has a name and that help is available. Call 800.522.4700 for 24-hour, confidential help.

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