

Sample Media Advisory
National Problem Gambling Awareness Week

[name of partners/officials/dignitary) and (name of your organization)]

Announce Kickoff of Problem Gambling Awareness Campaign

WHAT: The Seventh Annual National Problem Gambling Awareness Week will take place March 7 - 13, 2010. [name of organization and public official] said that a statewide campaign will begin on [date] to increase public and professional awareness of problem gambling issues and availability of services to assist those affected by problem gambling. This campaign is part of a national effort to spread the word that there is help for problem gambling and their families.

WHO: The Problem Gambling Awareness Week is a collaborative effort sponsored by the National Council on Problem Gambling, the Association of Problem Gambling Service Administrators, and local organizations nationwide. [name and title of official/dignitary/ sponsor] will be joined by [recovering individuals, professionals, educators, (those in attendance)] to discuss the means by which community leaders can collaborate to support and increase awareness of the help available to individuals impacted by problem gambling.

WHERE: [address of where the event will take place]

WHEN: [day, month, & time of the event]

WHY: This public and private sector endeavor is working to achieve an environment in which persons experiencing the effects of problem gambling, and those at risk of developing these problems, are able to access appropriate services and resources to enable a return to a healthy life style. In addition, the activities support the recognition of problem gambling as a public health issue, a disorder for which individuals deserve effective treatment.

PARTICIPANTS: [names of confirmed participants]

CONTACT: [name of person who will take phone inquires]

PHONE NUMBER: [contact person's phone number]