

Sample Press Release  
**National Problem Gambling Awareness Week**

Contact: [name and phone number of the person available to answer questions] (name of official/dignitary) and (your organization)

(city and state; date) - (name of official/dignitary) joined with (your organization) to proclaim March 7 - 13, 2010, National Problem Gambling Awareness Week and to announce local initiatives in support of the effort to increase public awareness of the availability and benefits of problem gambling treatment. This effort will help educate the public health care providers about problem gambling warning signs, and where to call for help.

During the week of March 7 - 13, communities nationwide are working to raise awareness of the consequences of problem gambling and the resources available for individuals whose gambling is causing disruption in their lives. Treatment for problem gambling is not only available, but is also effective in improving the lives of problem gamblers and their families. This initiative is also a celebration of the men and women who are overcoming problems associated with their gambling behavior.

The efforts of this week are geared toward creating a society where those affected by problem gambling are able to identify the problem and access professional services that help minimize the consequences of problem gambling. It envisions an environment in which treatment of gambling problems is recognized as a specialized field of expertise and professionals trained to assist problem gamblers are recognized for their unique knowledge, skills and abilities.

A primary focus of this effort is to promote the fact that treatment works and is available in (state/community). "In order to make a positive impact in the community, we need to be sure that the individuals and families that are in need of our services are available to access them," said (spokesman, title, organization.)

Materials were created and distributed to every state which include a :30 TV ad, radio scripts, print ads, posters and brochures for the public, which highlight warning signs and provide a nationwide problem gambling help line at 1-800-522-4700. Also distributed were a print ad, brochure and editorial to educate the health care community about recognizing problem gambling symptoms.

In the local community, several public awareness events are scheduled to take place:

- A community presentation will take place on (date/time) at (location). This presentation will feature local experts on problem gambling issues and treatment. Success stories of individuals overcoming problem gambling will be shared as well as time for questions and answers.
- Information will be distributed to community leaders to educate them on problem gambling and to emphasize the positive outcomes of gambling treatment. The information will also include instructions on how community leaders can support the access to needed services for the problem gambler in their area.