



## **MEDIA RELEASE: EMBARGO TILL 11 JUNE 2010**

### **NCPG KICKS OFF “WORLD CUP NO PENALTY” CAMPAIGN**

The National Council on Problem Gambling (NCPG) kicks off its “**World Cup No Penalty**” Campaign as part of its **Know The Line** movement.

The “**World Cup No Penalty**” campaign raises awareness that like other forms of gambling, soccer gambling can become a problem when one crosses the line from social gambling to excessive gambling and problem gambling.

Says Mr Lim Hock San, Chairman of NCPG: “The World Cup is an important highlight for avid football fans and soccer betting will heighten during this period. Chasing losses, borrowing money to gamble, spending more time than expected on gambling or becoming preoccupied with gambling while letting their bills go unpaid, are some of the warning signs that people may have crossed the line.

Soccer betting is popular among younger adults, especially males in their 20s. NCPG wishes to remind all soccer fans, especially younger adults, that they can enjoy themselves during the World Cup season if they “Know The Line” in gambling.”

In keeping with the soccer theme, one of the highlights of NCPG’s “**World Cup No Penalty**” Campaign is the “**Know The Line Cheer Squad**”. The Cheer Squad will be performing at selected high traffic locations (such as shopping centres) with World Cup screenings to promote the importance of knowing the line between social and problem gambling. The cheerleading performances will be filmed and posted on the Know The Line page on Facebook.

The cheerleading activity will be complemented with advertising placements in print, broadcast media and mobile phone platforms. Reminders in the form of a “Yellow Card” or “Red Card” will randomly appear on soccer related websites to remind football fans to avoid the penalties of problem gambling. Facebook users would also be able to download and send this “Yellow Card” or “Red Card” advisory to friends.

An interactive game has also been created to engage football fans on ESPN Soccernet. The aim of the game is for players to keep the football away from the red line, which is the symbol of the "Know The Line" movement. If they are successful, top players are rewarded with sports vouchers. Should the ball cross the penalty line, a message appears on the screen bearing the Know The Line message. This game will be available for four weeks and the top two players for each week will be rewarded with World of Sports vouchers worth \$50 each.

Ms Lim Sau Hoong, Chairperson of NCPG's Public Education Sub-Committee, says, "NCPG aims to promote responsible gambling, especially among young adults, during this heightened period of soccer betting. We want all soccer fans to "Know The Line". By not crossing the line into problem gambling they avoid paying the penalties of soccer betting."

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## **ANNEX : ENGLISH-CHINESE GLOSSARY**

### **Issued by:**

**Bates 141 Singapore on behalf of NCPG ([www.ncpg.org.sg](http://www.ncpg.org.sg))**

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### **About the National Council on Problem Gambling (NCPG):**

The NCPG was appointed in August 2005 as part of Singapore's national framework to address problem gambling. It is a council comprising 20 members with expertise in public communications, psychiatry and psychology, social work, counselling and rehabilitative services. The Council's role is to provide advice and feedback to the Ministry of Community Development, Youth and Sports (MCYS) on public education programmes on problem gambling and on the effectiveness of treatment, counselling and rehabilitative programmes; to decide on funding for these programmes; preventive and rehabilitative programmes; and on the applications for exclusion of persons from casinos. Stop Problem Gambling. Know The Line. Call **1800-6-668-668**. For more information, please see [www.ncpg.org.sg](http://www.ncpg.org.sg).

## **ANNEX : ENGLISH-CHINESE GLOSSARY**

National Council on Problem Gambling (NCPG)	全国预防嗜赌理事会
<i>"Know The Line"</i> movement	认清界线，远离嗜赌
Mr. Lim Hock San	林福山先生
Ms. Lim Sau Hoong	林少芬小姐
Mr Kwek Leng Joo	郭令裕先生
Public Education Subcomm	公众教育小组委员会
Public Communications Subcomm	公众传播小组委员会
Integrated Resorts (IRs)	综合度假胜地
Problem Gambling	嗜赌
Problem Gambler	病态赌徒
Gambling Addiction	赌瘾