



PLAINRIDGE PARK CASINO

Media Release

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PLAINRIDGE PARK CASINO & RESPONSIBLE GAMING PARTNERS RECOGNIZE RESPONSIBLE GAMING EDUCATION MONTH

PLAINVILLE, MA, September 6, 2024 – Plainridge Park Casino and PENN Entertainment announced extensive promotions for Responsible Gaming Education Month, which include a “Well Played” marketing campaign drawing attention to gambling safely and responsibly. The effort is being done in partnership with GameSense, the Massachusetts Council on Gaming & Health and the Massachusetts Gaming Commission (MGC). The campaign includes significant marketing investment both online and at Plainridge Park.

North Grounsell, Plainridge Park Vice President and General Manager described the campaign as an excellent opportunity to encourage patrons to have fun while making smart choices. “The best way to recognize Responsible Gaming Education Month is by promoting the difference between good choices and bad choices and the cost associated with those bad choices. We all win when our patrons have fun, but everyone needs to know the right time to place a bet or when it’s time to stop.” he said.

The “Well Played”, marketing campaign is being conducted in partnership with GameSense. Patrons that visit the GameSense Information Center at Plainridge Park will have the opportunity to win gifts and prizes if they play games that promote and educate on the importance of positive play.

“Responsible gaming is important for all who choose to gamble and is at the core of the Massachusetts Gaming Commission’s work,” said MGC Director of Research and Responsible Gaming Mark Vander Linden. “It is essential to have partners like Plainridge Park Casino that commit time and resources to year-round responsible gaming initiatives such as GameSense to promote safe play for all customers.”

Plainridge Park’s campaign will also highlight responsible alcohol service by employees and usage by patrons. The effort is not only directed to patrons, but features significant education to Plainridge Park team members that will focus on assisting patrons with making positive gambling choices and providing responsible alcohol service, recognizing underage persons and unattended minors.

The team at Plainridge Park worked directly with the Massachusetts Council on Gaming & Health and MGC to develop messaging and promotions that would be most impactful for educating patrons.

"This month, our Plainridge Park GameSense Information Center will dedicate every operating hour to responsible gaming activities. Our team has created multiple quizzes, games, and prizes to encourage positive play strategies, such as setting time and financial limits and understanding game rules. These efforts support our mission to help players make informed, safe decisions about their play in a fun context. Our staff is excited to engage with the Plainridge community, encouraging a positive gaming experience for all and providing resources as needed." Said Marlene Warner, Chief Executive Officer of the Massachusetts Council on Gaming & Health.

Responsible Gaming and Education Month was developed by the American Gaming Association and takes place throughout the month of September.

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