

Gordon Moody endorse Gambling Business Group's Responsible Gambling Charter ahead of launch at ICE London

The cross-sector strategic body the Gambling Business Group, will be using its presence on the ICE London High Street Hub which it has helped curate in partnership with show organisers Clarion Gaming, to launch its Responsible Gambling Charter. The seven principle Charter which has been developed in close consultation with GBG member organisations and endorsed by the leading gambling harm treatment organisation Gordon Moody will be launched at 10.45am, Wednesday 8th February from stand S10-130.

Commenting on the GBG Charter, **Matthew Hickey, CEO at Gordon Moody** said: "We all have our part to play in reducing gambling harm. Research, education, prevention and treatment are all essential in creating a safer environment for those who operate in the sector as well as their customers ensuring that those that need support have access to the right intervention, in the right place, at the right time.

"We are delighted to see organisations like the Gambling Business Group working proactively to go above and beyond with their approach to Responsible Gambling and the commitment to continuous improvement. We have reviewed the new GBG Responsible Gambling charter and as a result, we are very happy at Gordon Moody to support its contents. It's vital that we tackle gambling addiction together."

Peter Hannibal co-founder and CEO of the Gambling Business Group added: "Safer gambling is at the top of the agenda for our members and I am delighted to receive the endorsement from The Gordon Moody Association, one of the most respected charities active in the space.

"The licensed street sector's commitment to safer gambling plus other key topics including contributions made by operators to local and regional economies, cashless payments, the use of technology in areas such as age verification, investment in staff development and training as well as the adoption of modern retail disciplines will all be part of the discussions and presentations taking place on the High Street Hub at ICE London."

ICE London, 7th – 9th February, ExCeL London, is the biggest b2b gambling industry event in the world and features games creators, distributors, operators, retailers, innovators, trade associations, strategic bodies and regulators – representing every gaming vertical. To join the global gaming community and gather ideas, connect with like-minded industry peers and identify new opportunities visit: www.icelondon.uk.com



IMAGE: Matthew Hickey, CEO, Gordon Moody