

# Ambassadeurs Group make £10,000 contribution to Consumer Protection Zone at ICE London

Tracy Damestani, Chief Corporate Affairs Officer for Ambassadeurs Group, has underlined the importance of the Consumer Protection Zone (CPZ) at ICE London, confirming a £10,000 contribution to the charity fund organised by Clarion Gaming. The contribution raises the total generated by the industry to £46,000. The sum will be allocated to one or more of the charities participating in the feature and announced in a presentation taking place on the opening day of the exhibition.

Explaining the importance of safer gambling to Ambassadeurs Group, **Tracy Damestani** stated: *“Les Ambassadeurs Club is the first operator to formally announce that it is committing 1% of its GGY to Research Education and Treatment (RET). This commitment which commenced 1st January 2022 will see GambleAware become the sole beneficiary for 2022. Our commitment to increase our RET ten-fold is in addition to other significant contributions to safer gambling agencies, as well as other non-gambling related good causes.”*

She added: *“We fully support ICE London’s promotion of the Consumer Protection Zone and are especially pleased to see that this important feature is recognised as an integral part of the gambling industry. We applaud Clarion and our peers who embrace the Zone and, importantly those who work alongside safer gambling providers. It’s more than just being a shop window for safer gambling; it provides an opportunity for industry professionals to network and learn from each-other, and in the process contribute to the creation of a safe and sustainable industry.”*

**Ewa Bakun**, Clarion Gaming’s Director of Industry Insight and Engagement said: *“Les Ambassadeurs has shown fantastic leadership by committing 1% of its GGY to Research Education and Treatment. Ambassadeurs Group’s generous support of the Consumer Protection Zone is further evidence of how safer gambling is embedded in its DNA and the importance it attributes to achieving the highest safer gambling standards. We are extremely grateful for their unstinting support of the safer gambling philosophy.”*

The Consumer Protection Zone isn’t the only place for ICE London visitors to learn more about the latest developments in consumer protection. The show features a Responsible Gambling Masterclass, as part of ICE VOX, with the CPZ theatre opening with talks on Tuesday afternoon. There will be opportunities for industry professionals to learn from experts and discuss consumer protection, sustainability and industry reputation throughout the three days of what is the world’s most influential event for the international b2b gambling industry.