

Consumer Protection Zone sponsors donate record £65,000 for gambling charity ahead of ICE London

Contributions by some of the industry's leading brands have now taken the sponsorship total for this year's ICE London's Consumer Protection Zone (CPZ) to a record £65,000. The 2020 sponsorship is almost double the £35,000 that was donated to the Gordon Moody Association last February. Two weeks ahead of ICE London going live (4-6 February, ExCeL London, UK), 13 progressive international brands have pledged their support, a distinguished roll call comprising 888 Holdings, ALEA, Aspers, bet365, Gamesys Group, Genting Casinos, GVC Group, Hippodrome Casino, Kindred Group PLC, LeoVegas Group, Microgaming, Sky Betting & Gaming, and Videoslots. All proceeds from the sponsorship will be donated to a gambling charity nominated by the sponsors and announced prior to ICE London, welcoming an anticipated 35,000+ gaming professionals from over 100 nations.

Commenting on the level of support for the Consumer Protection Zone, Ewa Bakun, Director of Industry Insight and Engagement at Clarion Gaming, said: "We are incredibly grateful for the generous support which is approaching double the total we were able to donate to the Gordon Moody Association this time last year. In 2020, the CPZ will be the focal point for discussions and product demonstrations that advance the industry's efforts around social responsibility and protecting the consumer. The Zone will be more than 30 percent bigger than last year, which has allowed us to introduce some exciting exhibitors showcasing new products. We will also be hosting a number of pop-up talks around the show floor to demonstrate that consumer protection is not isolated to one area, but a commitment that is relevant throughout the gambling ecosystem. The first one will be hosted on the NOVOMATIC stand at noon on Tuesday, the first day of the show, celebrating the company's 40-year anniversary as a socially responsible brand."

Sky Betting and Gaming, which has developed some of the UK's biggest brands in online betting and gaming including Sky Bet, Sky Vegas, Soccer Saturday Super 6 and Sky Sports Fantasy Football, has pledged their contribution to the ICE London initiative in line with its brand values to 'make Betting and Gaming better'. Commenting on their sponsorship of the CPZ, Ian Proctor, CEO at Sky Betting and Gaming explained: "A key focus of Sky Betting & Gaming's strategy is protecting our customers and offering them a

safe and fair environment within which to enjoy our products. This is taken seriously by colleagues across our business and we are constantly challenging ourselves to find ways to do this more effectively through investing in our use of data and technology to prevent harm."

He continued: "We believe that the most effective way to deliver sustainable progress in achieving that objective is through engagement and collaboration with other operators and key stakeholders, particularly those with lived experience. That is why opportunities such as the Consumer Protection Zone at ICE London are so important - presenting a chance for operators to share learnings and ideas and to meet with researchers, charities and anybody else wanting to help drive the industry's most important topic forward. We are looking forward to the event and to learning more about how we can enhance our approach to looking after our customers and ensuring their experience with us is as fun and safe as possible."

The Aspers Group has also pledged its support to the CPZ initiative. The company's Chief Operating Officer, Richard Noble, said: "Aspers are delighted to be a sponsor of the Consumer Protection Zone at ICE this year. As a business that is so involved in the communities in which we operate, it is fantastic that we can support this worthwhile cause at ICE London, whilst also raising money for charity. We welcome initiatives like this, where we can discuss areas such as safer gambling and how we can work together as an industry".

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