

# **Industry show support for ICE London Consumer Protection Zone as sponsors raise £30,000 for responsible gambling organisations**

Sponsors of ICE London's Consumer Protection Zone (CPZ) have already generated in excess of £30,000 for charities and not-for-profit organisations working in the responsible gambling space. The first wave of progressive gaming companies to pledge sponsorship comprise: 888 Holdings; ALEA; GVC Holdings Plc; Kindred; LeoVegas, and Videoslots.

The importance of providing a platform for responsible gambling and driving practical initiatives to protect players throughout the world has never been greater. Ewa Bakun, Director of Industry Insight and Engagement at Clarion Gaming and the person responsible for introducing the CPZ to ICE London, confirmed: “The Consumer Protection Zone is a focal point of the ICE London show floor and is fully dedicated to responsible gambling and consumer protection. We are delighted to have such proactive sponsors who are directly involved in supporting a progressive and responsible approach to gaming. It’s encouraging to see so many operators getting involved with this initiative as the proceeds of the sponsorship will be donated to a charity, or a number of charities, which we’ll decide based upon our sponsors’ feedback as the fundraising continues in the run up to, and during, ICE London. Alongside our current sponsors, we look forward to welcoming additional supporters to the cause, whether they are regulators, research bodies, treatment agencies or commercial organisations.”

The Consumer Protection Zone, relocated to a high footfall area in the South Hall at ExCeL London, will feature the international industry’s most forward-thinking Responsible Gambling organisations who will participate in a comprehensive agenda of presentations and discussions. A key focus for analysis and discussion will be the Responsible Player Journey, which starts from game idea to design, through gameplay monitoring, interaction, intervention and, ultimately, to self-exclusion and blocking. The CPZ agenda has been curated to showcase how technology can improve consumer protection tools and will involve policy-makers and regulators as part of the networking session for International Legislators.

CPZ exhibitors confirmed to date comprise, Gamcare, Gordon Moody, Mindway,

Sustainable Interaction and Young Gamblers Education Trust (YGAM). With Clarion Gaming hosting charities and non-profit organisations on a complimentary basis, the aim is to enable organisations to engage with operators about their innovations and, courtesy of ICE London's unrivalled international reach, help to progress responsible gambling and consumer protection throughout the global gaming industry.

The unique number of visitors attending ICE London 2018 was confirmed as a record 33,536, an 11 percent increase on 2017 and a landmark which constituted the event's seventh consecutive year of growth. Despite occupying an additional hall at ExCeL London, density increased year-on-year, with the average number of visitors per stand up 17 percent and the number of visitors per square metre up 12 percent. The ICE London brand also demonstrated its unique ability to engage with gaming professionals based throughout the world, with the exhibition experiencing a surge of visitors from key growth regions, notably North America (+33 percent), Africa (+23 percent) and South East Asia (+18 percent).

***For more information, and to experience the spirit of genius at ICE London 2019 (5-7 February, ExCeL London, UK), visit: [icelondon.uk.com](http://icelondon.uk.com)***  
***To discuss sponsorship opportunities within the Consumer Protection Zone, contact Ewa Bakun at [ewa.bakun@clariongaming.com](mailto:ewa.bakun@clariongaming.com) or for exhibition and branding opportunities, Joshua Wright at [joshua.wright@clariongaming.com](mailto:joshua.wright@clariongaming.com).***