

Massachusetts Gaming Commission brings Responsible Gambling Zone to ICE North America

Visitors to the first edition of ICE North America (May 13-15, Boston, MA, USA) will have an opportunity to discuss and learn about the latest advances in social responsibility courtesy of the Responsible Gambling Zone, a dedicated feature on the ICE North America show floor created and built by the Massachusetts Gaming Commission. The MGC will be using the Zone to curate an interactive display and showcase programs and measures, including its own GameSense initiative which combines recommendations on responsible gaming with interactive tools and exhibits meant to engage patrons both within casinos and through various digital platforms.

Ewa Bakun, Clarion Gaming's Head of Industry Insight & Engagement, and the person responsible for organising the Responsible Gambling Zone, explained: "As gambling, sports wagering and interactive gaming expand across new states and with the emergence of new channels, ICE North America will be harnessing the influence of the internationally recognised ICE brand, to keep attendees fully up to date with the latest information necessary to ensure a safe gaming environment and to protect consumers who are at risk."

The Responsible Gambling Zone at ICE North America follows in the footsteps of the Consumer Protection Zone at mother show, ICE London, which has grown in size and influence since its launch in 2018. She continued: "The RGZ underlines Clarion's commitment to provide insight and information on one of the most important topics across both emergent and mature gaming markets. Although we are not part of the operating community we also have a responsibility to serve as a forum for discussion and knowledge exchange."

ICE North America is also inviting operators to donate to RGZ and thus demonstrate how their commitment to social responsibility is part of their culture. Ewa added: "We are excited to work with the industry and to give something back. The proceeds raised from the Zone will go to a cause which protects the most vulnerable in the region. Clarion has a goal to make this zone into a fundamental cog in the ICE North America experience and I would like to hear from gaming stakeholders who wish to be involved as donors and thus be profiled as supporters of Responsible Gambling through pre-event, post-event and onsite promotion at the same time as helping to shape the course of social responsibility in North America."

ICE North America will bring together Clarion's US assets, GiGse and ICE Sports Betting USA, covering the key areas of sports betting, interactive gaming, iLottery, esports and affiliate marketing, to create a single large-scale business event. To find out more about ICE North America, go to icenorthamerica.com.