



Industry continues to champion Consumer Protection Zone at ICE London as sponsorship hits £40k

Support for ICE London's Consumer Protection Zone (CPZ) continues to rise with eight leading international gaming brands lending their backing to the social responsibility initiative, bringing the contributions to £40,000 one month prior to the opening of ICE London 2020 (4-6 February, ExCeL London, UK). Show organisers Clarion Gaming have received pledges from 888 Holdings, ALEA, bet365, Genting Casinos, GVC Group, Kindred Group PLC, LeoVegas Group and Videoslots with all proceeds from the sponsorship set to go to a gambling charity nominated by the sponsors and announced prior to the world's largest gaming technology event welcoming an anticipated 35,000+ visitors to London.

Commenting on the support for what will be the third edition of the Consumer Protection Zone held as part of ICE London, Ewa Bakun, Director of Industry Insight and Engagement at Clarion Gaming, said: "We are delighted that, thanks to our generous sponsors, we have already exceeded the total of £35,000 which we were able to present to the Gordon Moody Association in February 2019. It is very encouraging for us as organisers that this initiative is attracting such strong support from the industry. In 2020, we made the decision to further enhance the CPZ's position on the show floor and increase the area's footprint by 30 percent year-on-year. To receive this level of support highlights that the growth of the zone is in line with the importance the industry places on social responsibility."

Following their support of last year's Consumer Protection Zone, Kindred Group PLC has once again got behind the initiative. Sustainability Manager Anna Jein, confirmed: "Kindred is proud to again this year sponsor the Consumer Protection Zone at ICE London. Responsible gambling is a key part of our sustainability framework and we strongly believe that collaboration across the industry is crucial to prevent problem gambling. No single operator, supplier, regulator, research centre or other expert can manage this area alone."

She added: "We have to learn from each other and collaborate to improve our responsible gambling efforts. An event like ICE London gathers a huge range of stakeholders from the industry and it's therefore an incredibly important scene to use to discuss responsible gambling and how we can work together towards a more sustainable industry. We are therefore also very happy to see that the CPZ has this year been moved to a more prominent area of the show floor - hopefully this will engage even more of the industry in these important dialogues."