
State of Iowa
Executive Department

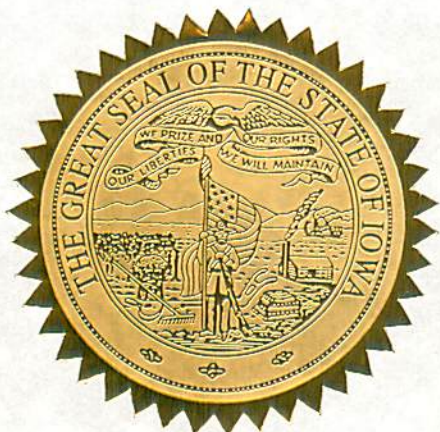
IN THE NAME AND BY THE AUTHORITY OF THE STATE OF IOWA

PROCLAMATION


- WHEREAS,** SEVENTEEN STATE-REGULATED COMMERCIAL CASINO MEMBERS OF THE IOWA GAMING ASSOCIATION HAVE DESIGNATED AUGUST 2-6, 2010 AS IOWA RESPONSIBLE GAMING EDUCATION WEEK. THIS IS THE THIRTEENTH ANNUAL EVENT TO PROMOTE THE IMPORTANCE OF RESPONSIBLE GAMING THEMES THAT ENCOURAGE PATRONS TO KEEP IT FUN AND TO BET WITH THEIR HEAD AND NOT OVER IT; AND
- WHEREAS,** THIS WEEK WILL FOCUS ON COLLABORATION BETWEEN THE GAMBLING COUNSELING AGENCIES AND THE COMMERCIAL CASINOS TO EDUCATE ABOUT BEST PRACTICES, PREVENTION AND AWARENESS EFFORTS AND TREATMENT SERVICES, INCLUDING THE 800-BETS-OFF HELPLINE, AS WELL AS HIGHLIGHT AN INDUSTRY COMMITMENT TO RESPONSIBLE GAMING THAT INCLUDES A VOLUNTARY STATEWIDE SELF-EXCLUSION TRESPASS PROGRAM FOR THOSE INDIVIDUALS WHO IDENTIFY THEMSELVES AS NEEDING ASSISTANCE; AND
- WHEREAS,** CASINO EMPLOYEES WILL BE AMBASSADORS TO DISCUSS THE IMPORTANCE OF RESPONSIBLE GAMING WITH THEIR PATRONS, FRIENDS, FAMILY MEMBERS AND COLLEAGUES, AS WELL AS PARTICIPATE IN TRAINING PROGRAMS TO LEARN SKILLS TO RECOGNIZE THOSE EXHIBITING COMPULSIVE BEHAVIOR AND INVOLVE THE TREATMENT PROVIDER TO ASSIST THE PATRON; AND
- WHEREAS,** MANY PEOPLE CAN GO TO A CASINO TO EXPERIENCE THE FUN AND ENTERTAINMENT WITH THEIR BUDGETED DISCRETIONARY DOLLARS; THE GAMING INDUSTRY IS A STRONG ADVOCATE FOR THE IOWA LEGISLATURE EARMARKING FUNDING AND ASSURING THAT A PREMIER MODEL PROGRAM IS IN PLACE FOR AWARENESS, PREVENTION, AND TREATMENT TO HELP THOSE PERSONS EXPERIENCING COMPULSIVE GAMBLING BEHAVIOR; AND
- WHEREAS,** A CODE OF CONDUCT FOR RESPONSIBLE GAMING IS REVIEWED REGULARLY BY CASINO STAFF TO ASSURE PROACTIVE INITIATIVES AND NEW IDEAS ARE BEING SHARED, AND CASINOS ARE COLLABORATING WITH ORGANIZATIONS INTERESTED IN CURBING PROBLEM GAMBLING AND OFFERING PROACTIVE RESPONSIBLE GAMING EFFORTS AS WELL AS PEER-APPROVED INITIATIVES; AND
- WHEREAS,** THE SPECIFIC FOCUS WILL BE TO EDUCATE THE PUBLIC ABOUT "TAKING THE MYSTERY OUT OF THE MACHINE" SO PEOPLE BETTER UNDERSTAND HOW A SLOT MACHINE WORKS AND TO DISPEL THE MYTHS, WHILE ALSO COMMUNICATING THE INDUSTRY'S OPPOSITION TO UNDERAGE AND INTOXICATED GAMBLING AS WELL AS UNAUTHORIZED AND UNREGULATED FORMS OF GAMBLING:

NOW THEREFORE, I, CHESTER J. CULVER, GOVERNOR OF THE STATE OF IOWA, DO HEREBY PROCLAIM AUGUST 2-6, 2010, AS

IOWA RESPONSIBLE GAMING EDUCATION WEEK

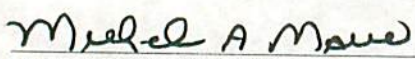


IN TESTIMONY WHEREOF, I HAVE HERE-
UNTO SUBSCRIBED MY NAME AND CAUSED
THE GREAT SEAL OF THE STATE OF IOWA TO
BE AFFIXED. DONE AT DES MOINES THIS 21ST
DAY OF JULY IN THE YEAR OF OUR LORD TWO
THOUSAND TEN.



CHESTER J. CULVER
GOVERNOR OF IOWA

ATTEST:



MICHAEL A. MAURO
SECRETARY OF STATE