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Marina Bay Sands adds *Responsible Gaming Ambassador* program to its responsible gaming efforts

150 key Marina Bay Sands casino staff receive additional education through program as complement to their extensive responsible gaming training

Singapore (15 January 2013) – 150 Marina Bay Sands staff whose work functions place them regularly on the casino floor have received their certification as *Responsible Gaming Ambassadors*. The announcement was made today by the integrated resort as the final day of training associated with the *Responsible Gaming Ambassador* program was carried out. As part of Marina Bay Sands' ongoing commitment to responsible gaming, the program will be officially launched from early February.

Grounded in university-level courses, the *Responsible Gaming Ambassador* program is an additional education and training initiative for Marina Bay Sands staff frequently present on the casino floor and builds on the integrated property's extensive responsible gaming practices and procedures already in place. The program was developed by Dr. Bo Bernhard (Ph.D.), Executive Director of the University of Nevada Las Vegas (UNLV) International Gaming Institute. Dr. Bernhard, a globally-recognized expert in the field of responsible gaming, also led the program's education and training sessions conducted at Marina Bay Sands.

Since Marina Bay Sands started operations in April 2010, all employees have received training in responsible gaming that reflects the industry's best practices, is an extension of the leading responsible gaming initiatives carried out on all Las Vegas Sands properties, and is based in particular on the award-winning responsible gaming efforts of Sands Bethlehem in Pennsylvania. The participants with the *Responsible Gaming Ambassador* program training were selected from departments within Marina Bay Sands including Table Games, Slots, International Marketing, Security and Casino Cage, and were chosen for their experience on the gaming floor. The volume and variety of staff receiving this certification ensures there will be multiple Ambassadors on shift at Marina Bay Sands at all times.

These newly-certified *Responsible Gaming Ambassadors* have now acquired a deeper understanding in how to interact with patrons who may need assistance for problem gambling issues or display related signs of distress. From early February, any time a patron expresses a potential gambling problem, staff will direct them to a nearby Ambassador for assistance and additional options. The Ambassadors have also received training in better identifying many of the verbal indicators that may suggest a potential gambling problem for a patron.



“Responsible gaming is not a catchphrase, it’s a commitment,” said Marina Bay Sands President and CEO George Tanasijevich. “The *Responsible Gaming Ambassador* program is a reflection of our company’s ongoing effort to refine and enhance our responsible gaming activities. We’re proud of the Ambassadors who have completed this training and pleased to include this key component among our suite of responsible gaming efforts.”

As Executive Director of UNLV’s International Gaming Institute, Dr. Bernhard oversees an organization that has conducted educational programs on problem gambling and responsible gaming since 1994 and has done so on six continents. He is known internationally as a leader in the field of responsible gaming and has won numerous awards for his research and teaching work on problem gambling.

“I am particularly proud to be invited by Marina Bay Sands to lead this important education and training initiative, and to be associated with Marina Bay Sands’ world-class responsible gaming program,” said Dr. Bernhard. “The field of responsible gaming is a relatively young one, but impressive advances are taking place all the time. These advances are ideally incorporated into new programs in a constant quest for improvement. The *Responsible Gaming Ambassador* program incorporates these advances while also remaining uniquely tailored for Singapore. I believe it will be one of the essential tools for Marina Bay Sands with their crucial work in this area.”

As part of the curriculum, participants received a broad education on problem gambling and on research with responsible gaming programs. They also received unique training on interacting with patrons who may have exhibit signs that indicate distress. At the conclusion of the education and training session, the participants underwent university-based assessment and testing to ensure that learning objectives had been achieved. Upon successful completion, they were certified by UNLV’s International Gaming Institute as *Responsible Gaming Ambassadors* and received their certificates in a special ceremony.

The *Responsible Gaming Ambassador* program at Marina Bay Sands was designed with input from an international team of experts, including the directors of the Las Vegas Problem Gambling Center (the city’s oldest and most prestigious treatment facility) and the Nevada Council on Problem Gambling (the state’s charitable organization advocating for problem gamblers and their families). In addition, consultation was provided by a leading professional with the Centre for Addiction and Mental Health (CAMH) in Canada as well as responsible gaming experts within Las Vegas Sands properties located in Southeast Asia. Also, representatives from Singapore’s ThyeHua Kwan Problem Gambling Recovery Centre and National Addictions Management Service presented on behalf of their organizations during the training about the important services they provide. In taking this approach, the *Responsible Gaming Ambassador* program incorporates both global best practices and unique local cultural factors, all validated by highly reputable scientific research.

About Marina Bay Sands Pte Ltd

Marina Bay Sands is the leading business, leisure and entertainment destination in Asia. It features large and flexible convention and exhibition facilities, 2,560 hotel rooms and suites, the rooftop Sands SkyPark, the best shopping mall in Asia, world-class celebrity chef restaurants and an outdoor event plaza. Its two theaters showcase a range of leading entertainment performances including world-renowned Broadway shows. Completing the line-up of attractions is ArtScience Museum at Marina Bay Sands which plays host to permanent and marquee exhibitions. For more information, please visit www.marinabaysands.com

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