

REVITALIZATION OF CHARITABLE BINGO AND GAMING INDUSTRY

March 16, 2011

Public Awareness Campaign Launched to Support Benefits to Local Charities

TORONTO – OLG is embarking on a public awareness campaign to inform Ontarians about plans to revitalize the Bingo industry for the benefit of charities across Ontario.

Across the province, electronic and paper-based games will be introduced to provide a new entertainment experience at local bingo centres. OLG is joining forces with the Ontario Charitable Gaming Association (OCGA) and the Commercial Gaming Association Ontario (CGAO) to provide a new breed of charitable games to complement existing paper bingo games. The collaboration with the OCGA and the CGAO will result in increased support for local charities.

“We are proud to be helping charities in their efforts to stabilize and grow their fundraising,” said John Wisternoff, Vice President for Charitable Gaming and iGaming. “This spells ‘WIN’ for Ontario: more support for charities, communities and commercial operators across the province.”

The collaboration of OLG, the OCGA and the CGAO heralds plans for an expansion in the number of Gaming Centres offering an array of new electronic games. The new games will allow Gaming Centres to be more competitive and appealing to a broader demographic, while providing a different gaming entertainment experience from traditional casinos or slots at racetracks. This initiative is intended to offer players an interactive environment, a new way to play bingo and charitable social games and enhanced customer service.

“The intent of this revitalization initiative is to preserve and enhance the funding for charities across Ontario for years to come,” said Lynn Cassidy, Executive Director of the OCGA. “The OCGA, in collaboration with OLG and the CGAO will work toward a secure funding model for charities across Ontario.”

“The charitable gaming sector is in support of this initiative because of what it will mean for commercial operators of Bingo Centres, in seeking to broaden the appeal of this new exciting charitable bingo and gaming experience within the communities they operate” said Peter McMahan, Chief Executive Officer of the CGAO. “The Centres will offer Bingo games with a twist—electronic games that are exciting and engaging and will attract new players.”

The expansion of new games for the charitable gaming industry will build on the six pilot sites operating across Ontario, including: Boardwalk Gaming Centre Barrie, Treasure Chest Bingo in Kingston, Kawartha Club Bingo in Peterborough, Boardwalk Gaming Centre Sudbury and Breakaway Gaming Centre Windsor and Paradise Gaming Centre in Windsor. These sites have

generated \$30 million for their local charities since 2005.

"From the municipality point of view, one of the biggest benefits we've realized in Peterborough during the pilot project is a streamlined administration process that saves time and resources," said Nancy Wright-Laking, City Clerk of the City of Peterborough. Peterborough is the home of a pilot Gaming Centre, the Kawartha Club Bingo. "Our participation in the initiative also provides a steady stream of revenue to help support the local funding model for charities. This is a great benefit for Peterborough."

OLG is a provincial agency responsible for province-wide lottery games and gaming facilities. Since 1975, OLG lotteries, bingos, casinos, slots, and resort casinos have generated more than \$32 billion for the benefit of the Province of Ontario. Gaming proceeds support Ontario's hospitals, amateur sport, recreational and cultural activities, communities, provincial priority programs such as health care and education, and local and provincial charities and non-profit organizations through the Ontario Trillium Foundation.

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