



PENNSYLVANIA GAMING CONTROL BOARD
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ELIZABETH LANZA DIRECTOR
OFFICE OF COMPULSIVE & PROBLEM GAMBLING
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August 14, 2024

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Sent via Electronic Mail

Slot Machine Licensees
Table Games Certificate Holders
Interactive Gaming Certificate Holders and Operators
Sports Wagering Certificate Holders and Operators

**RE: Industry Guidance 2024-06
Advertisement Requirements – Gambling Assistance Messaging**

Dear Certificate Holders and Operators:

The Pennsylvania Gaming Control Board (“Board”) is issuing clarifying guidance pertaining to advertising requirements for all licensees of the Board. The Board’s regulations relating to advertising (see 58 Pa. Code §§ 501a.7 and 813a.2) require all advertisements of PGCB licensed and regulated gaming operators to contain the required gambling assistance message. The Board has been made aware of instances of paid sponsorships, billboards, and advertisements that do not include the gambling assistance message. Any use of an operator’s brand name must include the required gambling assistance message.

The Board intends this clarifying guidance to apply to all signage in or at sports venues and events, billboards, television advertisements, sponsorship branding, etc. If you have questions on whether your publicly displayed branding is required to display the gambling assistance message, please provide a rendering of the branding for our review and approval.

Please provide confirmation that all advertisements adhere to the Board’s clarified advertising requirement by January 1, 2025. If you have any questions, please contact Elizabeth Lanza, Director of Compulsive and Problem Gambling at 717-346-8322 or elanza@pa.gov.

Sincerely,

Elizabeth Lanza
Director of Compulsive and Problem Gambling

cc: Kevin O’Toole, Executive Director, PGCB
Steve Cook, Chief Counsel, PGCB
Cyrus Pitre, Chief Enforcement Counsel, PGCB

Claire Yantis, Administrative Director, PGCB
Paul Mauro, Director, Bureau of Investigations & Enforcement, PGCB
Gregg Hazzouri, Director, Bureau of Casino Compliance, PGCB
Paul Resch, Director, Bureau of Gaming Operations, PGCB
Kevin Kile, Director of Sports Wagering Operations, PGCB
Heather Worner, Director, Bureau of Gaming Laboratory Operations, PGCB
Lee Copello, Director of iGaming Operations, PGCB