



PENNSYLVANIA GAMING CONTROL BOARD
303 WALNUT STREET, COMMONWEALTH TOWER, 10TH FLOOR
HARRISBURG, PENNSYLVANIA 17101

ELIZABETH LANZA, DIRECTOR
OFFICE OF COMPULSIVE & PROBLEM GAMBLING
303 WALNUT STREET, STRAWBERRY SQUARE
COMMONWEALTH TOWER, 5TH FLOOR
HARRISBURG, PA 17101
PHONE: (717) 346-8322
EMAIL: ELANZA@PA.GOV

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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
Video Gaming Terminal Operators

**RE: Industry Guidance 2024-08
Advertisement Requirements – Advertising at College Events/Venues**

Dear Certificate Holders and Operators:

Pennsylvania Gaming Control Board (“Board”) staff are issuing clarifying guidance pertaining to advertising requirements under 58 Pa. Code § 501a.7. This guidance is applicable to all of the above noted licensees of the Board.

Recently, the Board’s Office of Compulsive and Problem Gambling (“OCPG”) has been made aware of instances of paid sponsorships, billboards, and advertisements being displayed on college campuses or at college related events and/or venues, including sports stadiums and arenas, which market gaming or gaming related activities, or would otherwise induce an individual to participate in gambling. Pursuant to § 501a.7(b) of the Board’s regulations, OCPG deems that such advertising at college related events and locations could adversely impact the public by enticing underage individuals to participate in gambling activities. As a result, all sponsorships, billboard and advertisements of this nature are forbidden.

To the degree your company is marketing in the manner described in this letter at present, please discontinue as expeditiously as possible.

Board licensees have 60 days to ensure they are in compliance with § 501a.7(b) of the Board’s regulations.

Sincerely,

Elizabeth Lanza, Director
Office 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
Lee Copello, Director of iGaming Operations, PGCB