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Missouri casinos take the mystery out of slot machines

JEFFERSON CITY, MO – Missouri casinos will debunk the mysteries of the slot machine and promote responsible gaming during the 13th annual Responsible Gaming Education Week, August 2 through 6.

This year, the theme “Taking the Mystery Out of the Slot Machine” will educate employees, patrons and the public about slot machines and correct misconceptions about them. A free brochure on how slot machines work, how they’re developed and regulated, and tips on playing responsibly is available at the casinos and at the Missouri Gaming Association website at www.missouricasinos.org.

Slot machines consistently are rated as America’s favorite casino games according to an annual survey conducted by the American Gaming Association, which sponsors Responsible Gaming Education Week. But despite their popularity, an air of mystery persists about how slot machines work.

“This year’s Responsible Gaming Education Week activities will help solve the mystery of slot machines for both our employees and our patrons,” said Mike Winter, executive director of the Missouri Gaming Association. “By educating our employees, we empower them to educate our patrons. And we know that knowledge and awareness are key components to responsible gaming.”

According to Winter, the main point to remember about slot machines is that each spin or play is a completely random event, independent of any spins that came before it.

“A lot of the myths about slot machines fall apart when you consider this fact,” he said.

Other slot machine facts:

- There are about 833,000 slot machines operating in the United States today.
- 30,000 people are employed at companies that produce slot machines and other casino games.
- Each slot machine returns 88% to 98% to players in the long run; thus, for every \$100 wagered, players might lose \$2 to \$12 over time.
- 2,250 regulators oversee the gaming industry and ensure that slot machines operate correctly.

In Missouri, casinos will distribute brochures, wristbands, buttons, information cards, ribbons and stickers to employees and customers during Responsible Gaming Education Week. They also will display educational posters, banners and table tents; and publish articles on responsible gaming in casino publications and web sites.

The Missouri Gaming Association and its casino company members sponsor and fund year-round programs to address responsible gaming issues. Every Missouri casino property has designated an employee who serves as director of responsible gaming programs, which include:

- 1-888-BETSOFF, a statewide telephone crisis line and referral service for problem gambling.
- Project 21, which addresses underage gambling;
- Operation Bet Smart, which focuses on compulsive gambling;
- Alcohol awareness programs to promote responsible consumption of alcohol.

“Missouri casinos recognize that dealing with disordered and underage gambling is not only the right thing to do, it is also good business,” said Winter. “Our members are diligent in checking for underage persons and others with gaming problems.”

The individual Missouri casinos will celebrate Responsible Gaming Education Week with these activities:

Argosy Casino Hotel and Spa ~ Riverside

- Newspaper ad and billboard;
- Messages on signs, stickers, guest receipts, beverage cups and TV monitors throughout the casino;
- Employees will wear buttons and t-shirts with responsible gaming messages;
- E-mails and mailings to casino patrons;

- Employee education at daily pre-shift meetings.

Terrible's Frontier Casino ~ St. Joseph

Terrible's Mark Twain Casino ~ LaGrange

- Employees will wear ribbons and stickers;
- Display a large banner and posters;
- Host an information booth on responsible gaming
- Display messages on restaurant and bar table tents
- Hold pre-shift meetings with supervisors and managers
- Publish a responsible Gaming Education Week article in the company/employee newsletter.

Lumiere Place and River City Casino ~ St. Louis

- Promote responsible gaming education with employee buttons;
- Distribute brochures to employees and casino patrons;
- Hold daily pre-shift employee meetings, activities and puzzles for prizes;
- Display Responsible Gaming Education Week posters and table tents in employee hallways and break areas.

Isle of Capri ~ Kansas City

- Employees will wear responsible gaming buttons daily;
- Managers will present "Taking the Mystery Out of the Slot Machine" to employees.

Isle of Capri ~ Boonville

- Daily employee education programs with drawings and prizes.

Lady Luck Casino ~ Caruthersville

- Host a responsible gaming information center for casino patrons;
- Display posters, banners and brochures for casino patrons;
- Local TV and newspaper public service announcements;
- Responsible gaming messages in employee paycheck attachments;

- Educational materials and quizzes in employee areas;
- Present responsible gaming information to all employees;
- Conduct training for all supervisors and managers.

Harrah's ~ Maryland Heights & North Kansas City

- Education program with the theme "Knowing When to Stop" focuses on Harrah's ongoing responsible gaming commitment;
- Responsible Gaming Week messages on employee payroll stubs;
- Newsletter article on Harrah's historical commitment to responsible gaming education;
- Display posters and stickers;
- Employee education programs and quizzes.

Ameristar ~ St. Charles and Kansas City

- Distribute ribbons and stickers;
- Display posters and bulletin boards in Team Member hallways;
- Five-day e-mail campaign at each casino location;
- Daily pre-shift employee discussions and quizzes for daily prizes;
- Computer desktop messages;
- Daily announcements via e-mail;
- Phone system "on hold" announcements;
- Links to resources on Ameristar web site.

The Missouri Gaming Association (MGA) is the statewide trade association of the Missouri casino entertainment industry and its related professionals. Formed in 1993, the Missouri Gaming Association provides research and information to increase awareness of the economic benefits of Missouri's casinos. For more information, visit www.missouricasinos.org.

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