

GAME BRAIN

A game show about youth gambling.



WHAT IS GAME BRAIN?

Did you know 16% of teens aged 14-18 used money that was intended for lunch, clothing, movies, etc., to fund gambling or to pay off gambling debts in the last 3 months? In fact, approximately 5% of youth have experienced some harms associated with gambling in the last 3 months. To combat this, the Responsible Gambling Council introduced Game Brain, an **interactive educational travelling game show** designed to teach youth about the risks associated with gambling. Hosted by two Canadian TV celebrities, Game Brain has visited schools across Ontario Canada for the last 4 years.

The Responsible Gambling Council's expertise, honed over **30 years of problem gambling prevention education**, informs program development at every stage.

Since its launch in 2014, Game Brain has grown to reach over 40,000 students in over 130 performances across Ontario (Canada's largest province). Game Brain continues to expand to new locations including those in remote Northern Ontario Communities. To extend reach beyond the 45 minutes in school presentation, Game Brain has an **impressive social media strategy**.

Game Brain's Instagram posts have reached over **200,000 students** in Ontario, which resulted in over **203,000 engagements**.



82.3%
of Game Brain
students agreed
that they were more
aware of where to get
help for a
gambling problem.



Simple staging.

This interactive program is flexible and can be adapted for **any size of audience** or set-up. All A/V equipment is provided.



Contact Mary Davis to find out how **GAME BRAIN** can be adapted for **your community** at 1 (888) 391-1111 ext 243 or maryd@rgco.org